WOR -- one of America's great stations

is first in gross billings
first in number of accounts
first in total audience
first in market coverage
first in news listening
first in mail results
first in sales results

may we dazzle you with details? Our address is

WOR — that power-full station at 1440 Broadway, in New York
Facts and Facilities

on that bright new picture
in Louisville

General
Frequency: Channel 9—Power: 9.6 kw video
GE 12-bay high gain antenna, 529 feet above
average terrain

Studio Facilities
Two studios, 40' by 62' and 30' by 50'
Two cameras
Complete studio kitchen
Complete film camera chain
Two 16 mm film projectors
Standard 3½" x 4" slide projector
Opaque projector

Programming
CBS network and local live programming
in the WHAS tradition

Movie Production Facilities
(Bell & Howell model 70H 16 mm movie camera
with allied equipment
Bell & Howell model 153 movie camera
with allied equipment
Facilities for cutting and editing 16 mm movie film

Remote Facilities
Mobile unit
Two cameras
Microwave equipment
Zoomar lens

Coming March 20: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. • PRIMARY AFFILIATE CBS TELEVISION NETWORK
ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Strong regional network coverage is a necessity in order to reach the full sales potential in New England's many good markets.

The Yankee Network is ready made for this purpose. It provides direct access to 27 top markets in six states, the most complete New England radio coverage available.

At the same time Yankee offers you the greatest flexibility in spot coverage. You can tailor your radio advertising to fit present distribution, and open new territory city by city.

Every one of Yankee's home-town stations has the local impact that only a local station can give — complete neighborhood penetration throughout the entire trading zone, with complete dealer and consumer acceptance.

You can command attention for your product everywhere in New England, reaching more people more often, with Yankee's 27 home-town stations.
WHILE IT'S PREMATURE to speculate on prospective new general manager of NAB, names are being bandied about. Foremost is William B. Ryan, vice president and general manager of KFI Los Angeles, elected only last week to new term on NAB Board (story, page 26). Committee to advise President Miller was to meet last week-end in Chicago at call of Chairman Clair R. McCollough, WGAN Lancaster, Pa.

REPORTS WHISPERED last week that FCC finally had broken 3-3 tie on Drew Pearson-Bob Allen application for facilities of Hearst-owned WBAL Baltimore [CLOSED CIRCUIT, Jan. 30] were denied by Commissioner reported to have switched vote in favor of Pearson-Allen. Lineup was, Coy, Walker and Webster for Pearson-Allen versus Hyde, Sterling and Henrock for board. J.J. C. Smith's move to appointee to FCC was unsuccessfully attacked by Mr. Pearson, abstained from voting. Fact that FCC has renewed WBAL-TV license believed to augur in favor of renewal of AM too.

ON RETURN from month's Arizona vacation, expected C. E. Hooper will announce reorganization of his firm with Fred H. Kenkel, present executive vice president and treasurer, and W. Ward Dollre, vice president, participating in ownership.

WTR-TV, which gets under way April 2 in Norfolk, Va., has primary affiliation with its regular NBC network but last week arranged for secondary affiliation with CBS-TV. Transaction was worked out by Campbell Arnoux, president and general manager, with William A. Schult, CBS director of station relations.

ANOTHER BASEBALL network sprouting in Washington, D.C., over weekend with WWDC there feeding its Senators games for Chesterfields to some 13 cities in Maryland, Virginia and West Virginia, according to tentative telephone plans. Final details this week, with possibility of expansion to other southern states. Chesterfields would be partial sponsor in cities outside Capital with remaining time open on co-op basis. Cigarette agency is Cunningham & Walsh, New York.


DISCLOSURE OF FCC letter to House Radio Subcommittee Chairman Sadowski (see page 26, editorial page 26) which would torpedo McFarland Bill and allegedly evade administrative Procedure Act, expected to result in resolution to investigate FCC and directed at influence of its lawyers upon FCC actions.

ZENTH's Industrial film on Phonievision, Eugene F. McDonald Jr.'s project for dollar-in.

CONTINUED ON PAGE 80
“Results in Texas is spelled K-R-L-D. This is Why KRLD is Your Best Buy!”

More Than Half of the Radio Homes in 201 Cities and Towns in the Great Southwest Market with an average population of 8,726 are tuned to KRLD at least once a week or more. 1946 BBM Nighttime Survey.

Exclusive CBS Station for Dallas and Fort Worth AM FM TV

KRLD The Times Herald Station represented by The Branham Co.
Example #23

Cox and Tanz—Advertising, writes us: "...our client, after sponsoring only four 12:30 (noon) news periods on WIP, brought its cost-per-inquiry down from over $7.00 to less than $1.25!"

"In another medium—name on request.
Broadcasters' Courtesy
to our Executive Representatives will be highly beneficial
for you and deeply appreciated by us. We proudly introduce...

JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.

BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.

JEAN ARMAND. For many years management counsellor to station operators throughout the U.S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.

WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.

PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispel the natural "too good to be true" reaction of the cynical ones.

BRUCE EELLS Program Library Service
Produced by Bruce Eells & Associates, Inc.
2217 Maravilla Drive Hollywood 28, Calif.

First and only transcribed
Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs

March 6, 1950 Page 7
at the top
of the top
Radio's top attraction is news.

Facts show it again and again.

News has led all other kinds of programs in Kansas, for instance, for five years.... Columbia and Chicago University analysts report news ahead country-wide.... Broadcasting's yearbook reveals that news out-averaged all sponsored network rivals in 1948 and 1949 tests—even in the peak evening hours.

At the top of this top type of program stands United Press news. More stations take it than any other.

Because U. P. delivers more: complete world and national news....more regional and state and local news...expert sports coverage...sparkling news features...an average in all of 40 regular news and news-feature programs a day....sponsored by more than 200 different businesses.

Your nearest United Press bureau has further information ready for you. Just write, wire or phone.

UNITED PRESS

foremost because it delivers most
First Take a GUESS - then Look at the FACTS!

In Cumulative Ratings...

7 Nights a Week
6 PM to Sign Off

More Sets Are Tuned to
WMAL-TV

than any other Washington Station

TOTAL RATINGS - 6 PM to Sign-off
from American Research Bureau
TV Audience Survey - January 1950

<table>
<thead>
<tr>
<th>WMAL-TV</th>
<th>Station X</th>
<th>Station Y</th>
<th>Station Z</th>
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<tr>
<td>MONDAY</td>
<td>0541.0</td>
<td>202.1</td>
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<tr>
<td>TUESDAY</td>
<td>291.6</td>
<td>0666.5</td>
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<td>WEDNESDAY</td>
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<td>TOTAL</td>
<td>02813.4</td>
<td>2748.6</td>
<td>999.4</td>
</tr>
</tbody>
</table>

Of First

Surprised? The Moral:

Network Programs Alone Are Not Enough. Strong LOCAL Programming is Important in Building LOCAL Viewing HABITS!

[Note MONDAY Night when ALL WMAL-TV Programs are LOCAL]

This is important — to YOU!

Represented Nationally by ABC Spot Sales

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.
HAS CHANGED LISTENING HABITS IN IOWA

Conlan’s on-the-spot study—NOT A MEMORY TEST—proves the bulk of listeners in 22 Iowa Counties prefer KXEL—prefer its fine programs—its warm personalities—its strong signal that assures easy, relaxed listening. Sales of smart KXEL advertisers show that KXEL-endorsed products out-sell in this rich Iowa market.

No other radio station delivers as many listeners in this great rural area for SO FEW DOLLARS.

The truth that hurts is brought out in Iowa’s largest, most complete, most recent listener study... that without KXEL you pay a high price for “listeners” who aren’t there! Ask your Avery-Knodel man to see the NEW CONLAN.

Radio Time Buyers—aren’t fooled by a SIMPLE SIMON MEMORY TEST! Get the Simon-pure facts on Listening Habits in Iowa and you too will buy KXEL.

Distribution of Listening Homes. Figures taken from November 1949 Conlan Study of Listening Habits—in Metropolitan Waterloo and 22-county area.

EMBRACING 32,033 INTERVIEWS

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA
Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA
A well-managed radio station is one whose policies attract good personnel—whose programming and promotion attract a good audience—whose rate structure and service attract good advertisers. On all those scores, the best-managed stations in America are listed at the right.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta     Detroit     Ft. Worth     Hollywood     San Francisco

New York     Chicago
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Region</th>
<th>Network</th>
<th>Rating</th>
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<tr>
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<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<td>Philadelphia</td>
<td>NBC</td>
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<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WGH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
<td>5,000</td>
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### MIDWEST, SOUTHWEST

<table>
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<td>Des Moines</td>
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<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
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<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000*</td>
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<td>Fargo</td>
<td>NBC</td>
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<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>ABC</td>
<td>10,000</td>
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<tr>
<td>WISH</td>
<td>Indianapolis</td>
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<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
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<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
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<td>CBS</td>
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<td>NBC</td>
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### MOUNTAIN AND WEST

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<td>Boise</td>
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<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
Feature of the Week

Mr. Wihebrink (2nd r) is congratulated on his appointment by (1 to r) Polly Pickens, WSAI correspondent for greater Cincinnati grocery trade journals; Robert M. Sampson, WSAI general manager, and Harold Hand, director of merchandising.

A "graduate grocer" of WSAI Cincinnati's "Training School for Grocers" has been appointed president of the Northern Kentucky Independent Food Dealers Assn., in this case proving that "education" pays off.

He is Andrew Wihebrink, who has helped swell to capacity classes in the WSAI school which was started a little over a year ago as part of the station's merchandising.

(Continued on page 18)

Is frequency important?

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best 5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...then make up your mind to get your share by using WHTN and WHTN-FM.

The Popular Station

HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.
Advertising
Huntington, West Virginia
National Representatives

Page 14 • March 6, 1950
Reach them... Sell them... While they are going to buy!

transit radio has built a terrific record of

RESULTS

AT LOW COST!

because the riding audience

is a buying audience...

These leading national advertisers have found Transit Radio Fast, Efficient, Economical

*A leading food manufacturer, using transit radio exclusively in a test market for an established packaged product, increased his sales by 51% in only seven months (while his leading competitor, using other media, showed a 2% increase).

*A leading drug manufacturer, also testing transit radio for an old established product, increased sales by 75.51% at the end of six weeks, 124.3% at the end of twelve weeks!

*A leading dentifrice, using transit radio exclusively in an isolated test market, increased its share of dentifrice sales by 47% in 10 weeks! (All three leading competitors went down during the period.)

*These are documented case histories. Names, dates and full details are available on request.
STERLING BREWERS, Evansville, Ind., appoints Smith, Benson & McClure, Chicago, to handle its account effective April 1. George Enzinger is account executive. Spot radio will be used in all principal markets within firm’s distribution area—Indiana, Kentucky and southern states east of the Mississippi. TV will continue to be used.

ACOUSTICON Div. of Dictograph Products, New York (Acousticon hearing aids), through Atherton Adv., Los Angeles, planning to supplement its present radio campaign with television spot campaign on Los Angeles stations in April. Firm currently carrying intensive radio spot schedule on approximately 80 stations all over country.

GIPPS BREWING Corp., Peoria, Ill. (Premium extra dry beer), will sponsor station breaks, one-minute spots, newscasts and programs on 15 central Illinois stations starting March 15 to continue through Oct. 31. Agency: Kaufman & Assoc., Chicago. ROBERT E. JACKSON is account executive.

LOCAL LOAN Co., Los Angeles, adds quarter-hour program strips on four Pacific Coast stations supplementing current programming on 15 other Western stations. Firm Feb. 27 started five weekly recorded Freddie Martin Show on KXXR San Jose, and three-weekly Bud Hobbs Show on KCRA Sacramento; Feb. 22, five-weekly Bill Leyden Show on KFWB Los Angeles; Feb. 25, five-weekly Elmer Davis on KFLL Klamath Falls, Ore. All contracts for 52 weeks. Agency: Hixson & Jorgensen, Inc., Los Angeles.

HELENE CURTIS Industries Inc. Chicago, names Gordon Best Agency, same city, to handle advertising for its Suave hair dressing and other new products. Radio and TV being considered.

GOEBEL BREWING Co., through Russell, Harris & Wood, San Francisco, and REMAR BAKING Co., through Elliott, Goetz & Boone, same city, sign for joint sponsorship of 1550 baseball games of Oakland Acorns on KGO-TV San Francisco. Goebels also will sponsor the games on KLX Oakland. Sponsors mark opening of campaigns by both agencies for the newly acquired accounts.

SUPERTEST PETROLEUM Corp. Ltd., Toronto (oil and gasline), starts five times weekly, five-minute newscast Headliners on CROY Ottawa, and number of other Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

TOWN & COUNTRY MARKET. Los Angeles, appoints Irwin Co., Beverly Hills, to handle advertising and publicity. Firm now using KLAC and KFAC Los Angeles and plans extensive use of radio and TV in spring. Tom Ross and Dal Williams are account executives.

UNION SUPPLY & ELECTRIC Co., Charlotte, N. C., signs for series of weekly spots on WBTV (TV) Charlotte.

P. LORILLARD Co. (Old Gold cigarettes) purchases $25,000 in time on WPEN Philadelphia, including five-minute news periods and spots for 46 weeks.

FRUIT INDUSTRIES Ltd., San Francisco (California vintners’ cooperative), appoints Merchandising Factors Inc., same city. Radio and television will be used. Joe McNeil is account executive.

PEDRO PINTO GUatemalan Coffee Co. appoints Favia Adv., San Francisco. Radio will be used.

MOHAWK PETROLEUM Corp., San Francisco, appoints Russell, Harris & Wood, same city. Royce Russell is account executive. Radio will be used.

FRANK FEHR BREWING Co., Louisville, names LeVally Inc., Chicago, to handle its advertising. JAMES G. COMINGO is account executive. Radio and television will continue to be used.

LINTON’S FRIENDLY Restaurants, Philadelphia, appoints W. Wallace Orr Inc., Philadelphia, to handle advertising. Radio and TV will be used.

CENTLIVRE BREWING Co., Fort Wayne, Ind. (Old Crown ale), currently sponsoring transcribed five-weekly, 15-minute Lonesome Gal on WOWO Fort

(Continued on page 80)
PITTSBURGH WOMEN EXPECT to hear about new products on KDKA

W e've always known that KDKA ranked high with Pittsburgh women... but we didn't realize how high until we were invited to view the results of an independent survey made by Guide-Post Research.

More than 40 percent of the home makers interviewed reported that they would be most likely to hear about new food and drug products on KDKA.

KDKA's score, in fact, exceeded the combined score of the two "next best" stations! And this speaks only for Allegheny County; the survey didn't even touch the other counties... more than 100 (BMB) in number... reached regularly by KDKA's 50,000-watt voice.

To keep people thinking of your product in this rich, tri-state market... keep spreading the word on KDKA. For availabilities, check KDKA or Free & Peters.
Nesbitt To Europe

T. H. E. (Buck) NESBITT, assistant chief, telecommunications policy staff, State Dept., left Friday for London where he will spend four days before going to Paris for a day and then to Frankfort, Germany. He will serve in Germany as advisor on broadcasting matters to High Commissioner McCloy during the Copenhagen conference. The conference begins March 15.

ADULT EDUCATION BY RADIO
Boston's Lowell Council Series Now in 4th Year

RESPECT for the adult listener and his intelligence, whether he has finished the first grade or has a Ph. D., is the basis on which Boston's Lowell Institute Cooperative Broadcasting Council rests its informational and educational programs.

Now in its fourth year of broadcasting, the council, according to Pulse figures, has maintained an average of approximately three hours of broadcasting a week. Audiences for all programs have averaged just over 200,000 a week in the five-county area of metropolitan Boston alone, the council reports. For last November and December, Pulse reported the estimated average aggregate weekly audience was 227,500.

Year-Round Project
Made up of higher institutions of learning in the area, the council claims it is the only such organization of private institutions which conducts a year-round program of adult education by radio and television over commercial broadcasting stations.

The council is comprised of Boston College, Boston U., Harvard, M. I. T., Northeastern, Tufts and the Lowell Institute, the latter a philanthropic institution. The broadcasts have been presented over Boston outlets WCOP WHDH WMEX WBZ WEEI WBMS-FM WNAC-WNAC-TV.

Participating Schools
Over the three-year period, faculty and staff members, alumni and students have taken part in the broadcasts for their respective institutions, in numbers of programs and hours of broadcasting, as follows:

- Boston College, 204 programs, 50 4 hours;
- Boston U., 440 programs, 197 hours;
- Harvard, 328 programs, 172 hours;
- M. I. T., 163 programs, 65 2 hours;
- Northeastern, 169 programs, 58 2 hours;
- Tufts, 222 programs, 66 hours.

In addition, the total was swelled by broadcasts by six non-affiliated educational institutions and 19 community organizations.

Special Awards
When the program's third anniversary was observed Feb. 3, Boston stations joined in citing Ralph Lowell, institute trustee, for his achievements in furthering adult education by radio. A certificate of appreciation was presented to Mr. Lowell by Fred H. Garrigus, WEEI director of public affairs.

Furthing its TV programming plans, the council on Feb. 23 presented on WBZ-TV Prof. Donald Bohn of Boston U. in Here's a Story for You, telling the "Lady or the Tiger?" selected from his general college course in the American short story. Also, educational broadcasters outside New England have given the council recognition in its plan to broadcast recordings of seven We Human Beings programs, originally presented over WCOP, on a National Assn. of Educational Broadcasters circuit. The series began Feb. 26 or WNYC New York. From there the programs will be sent to schools in the south, mid-west and far west.

Mr. Lowell (l) is awarded certificate by Mr. Garrigus.

The finest instruments give lasting satisfaction.
Praises Pabst Story

EDITOR, BROADCASTING:

Your article "Pabst Puts Its Blue Ribbon on Radio and Television," which appeared in your Feb. 20 issue, is an outstanding example of reporting...

William V. Humphrey
Publicity Director
Pabst Sales Co.
Chicago.

Daytimers’ Plan

EDITOR, BROADCASTING:

For four years I have been trying to get night... on my day-
only radio station (WMGY)... I have done everything legitimate...
... to arouse the FCC to some activity,... They have been hold-
ing conferences but... the United States has never done much at
conferences... If you remember Will Rogers made the statement
"The United States never won a conference or lost a war." Our
representatives from Washington are in Cuba now, probably having
a good time. They have been bluff ed and rebuffed over four
years to my certain knowledge while 1,200 daytime only stations
are losing money every month trying
to hold off until such time as
our representatives in the FCC
decide that they will tell Mexico
and Cuba where to get off...
I have talked to some of these
daytime operators and a plan has
been suggested that an agreement
be reached between all daytime
only operators in the United States

CINCINNATI Mayor Albert Cash
(standing) addresses luncheon held
for the formal changing of the name
of Reiser-Guenther Inc. to Guenther,
Brown & Bono Inc. [BROADCASTING,
Feb. 27]. Luncheon guests include
Robert E. Dunville (foreground), presi-
dent, Crosley Broadcasting Co., and
Wilfred Guenther, president, Guen-
ther, Brown & Bono.

that if the FCC cannot arrange
for them to have nighttime through
a different agreement with Mexico
in the case of clear channels, and a
different agreement with the 50,-
000 w operators in this country,
that all daytime only operators set
a specific date and close their sta-
tions until such time as the FCC
will arrange for them to have
nighttime on their daytime sta-
tion. They certainly would not
lose anything, because I happen
to know that they are not making
anything. If the daytime stations
close, that would automatically
throw all the employees of these
1,200 stations back to drawing
their unemployment compensation
insurance. It will stop the govern-
ment from collecting all these high
taxes and will at least open the eyes
of the public, including the Sena-
tors and Congressmen in Washing-
ton and bring to the battery
now going on in the FCC...

S. D. Suggs
President
Diake Broadcasting Co.
Montgomery, Ala.

Musicians are notably discriminating in their selection of
instruments. Their skilled senses detect fine craftsmanship
immediately. And, fine craftsmanship means the ultimate in
performance.

Similarly, in selecting a recording instrument, the care with
which it was planned, the skill with which it is built, the
consistent performance it will render, are the important con-
siderations. Every detail of a precision PRESTO recorder is
engineered for one purpose... the most perfect reproduction of
sound.

From the tinkle of a triangle to the boom of a tuba... PRESTO

Videodex Listing

EDITOR, BROADCASTING:

On page 79 of your Feb. 20 issue...
...there was an error in the title of
your 9th place Videodex listing. This
should have read: "TV Digest Film Theatre."

As sponsors of this program, we
hope to enjoy a continued high
rating...

Arthur Beresney
Editor TV Digest
183 N. 13th St.
Philadelphia.

'Opy in Alaska

ARCTIC clothing and equipment
will be issued at Great
Falls, Mont., this month to a
group of WSM Nashville's
Grand Ole Opy entertainers.
That will be the only stop for
the Opy cast on their sched-
uled flight March 19 for
Alaska where they will enter-
tain Air Force men at seven
cas es: Elmdorff, Marks,
Ladd, Davis, Throne hough,
Olive and Fort Richardson.
This is the second trip out-
side the States for the WSM
talent who made a pre-Christmas
tour to Europe for the
Air Force. An Army ground
force base at Big Delta also
will be visited by 14 of Roy
Acuff's Smoky Mountain Boys and Hank Williams' entertainers.

PRESTO
RECORDING CORPORATION
Paranass, N.J.
Mailing Address: Box 500, Hackensack, N. J.
COUNCIL REPRESENTATIVE: FOREIGN REPRESENTATIVE:
 Walter P. Darras, Ltd., M. Simms Company, Inc.
Dominion Square Bldg. 25 Washington St.
Montreal, Quebec New York, N. Y.
The PRESTO Studio Tape Recorder SR-950

March 6, 1950 * Page 19
Plane Fact:
He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he’s as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of Bromwell Furniture, Summerland, Calif., to Station KDB, Santa Barbara:

“Campaign featuring Mutual’s Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained $630.00; on the second I again had unusually good results with sale items.

“So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio reaches into homes...”

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Collins has the Right Remote Amplifier for any job

Whatever the type of remote program may be that you are going to pick up, there is a Collins amplifier that will do it just right. Most popular of all is the four-channel type 12Z, famed for its instantaneous changeover to batteries when the a-c power fails; a feature that makes it ideal for pickups where there is no a-c power or it is inconvenient to obtain. Popularity for single mike pickups goes to the 212Y remote amplifier. Its zip-on canvas case permits fast setups. All receptacles and jacks are on the front, right where you can get at them easily. 212Y's can be easily turned into two-mike units (model 212U) by adding the 60H mixer. Both units slip into a metal housing and are easily carried in a zip-on canvas case. You have the advantage of separate gain control for each microphone and a vu meter with this combination.

All models are stocked in 30/50 or 200/250 ohms input impedance and 600 ohms output. A complete catalog is available: or write, wire or phone your order for immediate delivery.
Success story:

Recently a Richmond meat packer started a schedule on WLEE. In just seven weeks, so many direct results were traced to WLEE that he sharply reduced all other advertising. *He increased his budget on WLEE by 72%!*

This is the kind of quick, profitable action that Richmond advertisers get all the time from WLEE. More and more national advertisers are following their lead. Get WLEE on your list! Call in your Forjoe man and get the whole WLEE story today!
AN AGREEMENT on U. S.-Cuban channel allocations giving Cuba special rights on 10 regional and three 1-A clear channels plus additional privileges reportedly was reached "in principle" in Havana negotiations between the two nations last week.

Authorities said the terms also would provide that Cuba cease operations on channels not allocated for her use under the expired NARBA, and that she abandon NARBA rights to one clear channel which she has not used.

The agreement was expected to have wide repercussions, first of which came with NAB's recall of its representative from the conference.

Though the "agreement" could not be assured until signed and delivered, the task of working out protection details was under way last week looking toward special Cuban use of the following frequencies:

1-A clear channels—640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).

Regional frequencies—550 kc with 10 kw; 570 kc with 10 kw; 590 kc with 25 kw; 630 kc with 25 kw; and the following with 5 kw each 720, 910, 920, 980, 980, and 1150 kc, all using directional antennas, if not, reducing power. Most of these stations would be in Havana.

 Authorities pointed out that the number of these regional channels on which Cuba would have "high-power" rights is the same as provided in the expired NARBA, though there would be three changes in specific frequencies. These involve substitution of 550, 980 and 1150 kc for 600, 960 and 1270 kc.

Other Channels Involved

Other channels on which Cuba might get new or changed assignments affecting U. S. stations were said to include the following (U. S. stations reportedly affected are shown in parentheses): 1080 kc (KRLD Dallas); 1170 kc (WWVA Wheeling); 1000 kc (WQRF Chicago); 1190 kc (WOWO Fort Wayne); 1090 kc (KTHS Hot Springs). On most of these Cuba would operate 250-watt stations. She might also be authorized to operate a 1-kw station on 1-A 1160 kc with operation limited to KSL Salt Lake City, and a 1-kw outlet on 1340 kc, local channel.

U. S. delegates reportedly indicated they would consider granting "realistic" additional protection to Cuban stations in making future U. S. assignments on 550, 570, 590, 630, 650, 740, 860, 980 and 980 kc. This country also would provide that future U. S. assignments give 5-millivolt protection to Cuban 250-watt stations on regional frequencies.

The delegation was said to have rejected Cuban requests for alterations in nighttime directional operations of WDBO Orlando (580 kc), WSUN St. Petersburg (620 kc), WFCB Greenville, S. C. (1330 kc), and KNOE Monroe, La. (1380 kc).

The S group requested Class 1-B protection for 1560 kc (WQXR New York and KFMC Bakersfield, Calif.), and in return would recognize 1-B status of this channel in Cuba.

Additionally Cuba would relinquish rights granted her under the old NARBA for operation on the 1-A 850 kc channel (WENL-WLW Chicago), which she has never used. Her unauthorized operations on 660 kc (WNBC New York) and 760 kc (WJR Detroit), both 1-A clear channels, would be among those to be given up for noncompliance with the NARBA treaty which expired last March 29.

She would retain her NARBA rights with respect to local channels and to the use of U. S. 1-B frequencies on a non-interference basis.

To Offer for NARBA

The agreement when reached, would be offered for incorporation in the new NARBA treaty, for which negotiations among all signatory nations are slated to resume between April 1 and Aug. 1.

In event no agreement is reached as to the overall NARBA, observers thought it likely the U. S.-Cuban document would be the subject of a separate agreement between the two nations. On this point, it was felt the views of the Senate Interstate and Foreign Commerce Committee as well as those of the FCC and State Dept. would be canvassed before a final decision is reached.

The exact form in which the U. S.-Cuban agreement would be cast was still undecided last December. Joseph Kittner, assistant to the FCC general counsel, flew to Havana Thursday night, presumably to help draft the document.

Several industry authorities attending the conference reportedly were pushing for immediate signature by representatives of both countries, while some State Dept. authorities suggested the instrument should take the form of "an intention of agreement" with final approval to come later.

In any event authorities felt repercussions were sure to come from broadcasters affected by the agreement, particularly since details were not divulged in advance.

Recalls Representative

The first formal overall protest came late Thursday when NAB announced the recall of its Engineering Director, Neili McNaughton. In the Havana sessions, denouncing any concessions to Cuba "over and beyond that condition which existed" when NARBA expired last March.

Earlier, Sen. J. Allen Frear (D-Del.) was reported to have pro- (Continued on page 39)

**P&G TOPS ON NETWORKS**

**Sterling Next**

Radio advertising for Procter & Gamble was handled by five agencies during 1949. Compton Advertising placed time on behalf of Crisco, Drene, Duz, Ivory Soap and Flakes and Tide. Active for Oxydol, Dreyf, Drene and Spic & Span was Dancer-Fitzgerald-Sample. Pedlar & Ryan was the P&G agency for Camay. Biow Co. was active in behalf of Lava Soap, Spic & Span and Tide. P&G had Benton & Bowles place time for Duz, Ivory Snow, Prell Shampoo, Tide, Crisco and Spic & Span.

All network business for Sterling Drug Inc. was placed by Dancer-Fitzgerald-Sample.

General Foods Corp.'s network business was placed through Young & Rubicam and Benton & Bowles. Products handled by Y&R included: Jell-O, Jell-O Puddings, Jell-O Rice Pudding, Swansdown, Minute Rice, Certo, Grape Nuts, Sanka and Instant Sanka. B&B was ac-

(Continued on page 24)
**January Business**

**Gross Billings of $17,084,200 for the Four National Radio Networks in January 1949 were reported last week by Publishers Information Bureau.**

A fortuitous before, Broadcasting estimated that January billings would total $17,100,000 [Broadcasting, Feb. 27].

The network gross was more than $600,000 below the figure for January, 1949.

Billings by networks were:

<table>
<thead>
<tr>
<th>Network</th>
<th>1949</th>
<th>% Change</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,846,492</td>
<td>-9%</td>
<td>$4,262,583</td>
</tr>
<tr>
<td>CBS</td>
<td>$5,774,929</td>
<td>-1.5</td>
<td>$5,842,003</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,861,643</td>
<td>-9.2</td>
<td>$3,199,727</td>
</tr>
</tbody>
</table>

Total: $16,488,884 — 8.6% $17,950,632

---

Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week to Broadcasting by Publishers Information Bureau. Network time, worth $45,912,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,239 during the year.

Toilet goods ranked second, accounting for $29,570,154 worth of network time at gross rates; smoking materials (cigarettes, tobaccos, lighters) ranked third with gross expenditures of $23,667,456 for network time; drugs and remedies were fourth, with $21,054,786, and laundry soaps and cleaners fifth, with $19,384,813.

The same five categories ranked in the same order to head the network advertising list for December 1944. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed; foods were first, toiletries second, smoking materials third, soaps and cleaners fourth and drugs fourth. For the full year of 1949 the order was: foods first, toiletries second, drugs third, soaps fourth and smoking materials fifth. (See Table III for gross billings of each category for December and the full year of both 1949 and 1948.)

Procter & Gamble Co. was the leading user of network time in December, purchasing $1,195,206 worth at gross rates. General Foods ranked second, with $788,277 expended for network time during the month. Sterling Drug was third, with a total of $666,147. List of top 10 for the month is shown in Table II.

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**P&G Tops Networks**

(Continued from page 23)

live on behalf of Sure-Jell, Maxwell House Coffee and Maxwell House Instant Coffee, Post's Corn Toasties, Post's Raisin Bran, Post's 1940 Bran Flakes, Instant Postum, and, Sains Dog Food. Both agencies worked on the program, "When A Girl Marries," presented on behalf of Calumet and Swansdown, (also see story on General Foods realignment, page 29).

Through 1949 Lever Bros. had seven agencies active on its various products. Y. & H., business for Lipton's Tea and Soup Mixes throughout the year and

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**Table I**

<table>
<thead>
<tr>
<th>Number of Network Advertisers by Appropriations</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $10,000,000</td>
<td>1</td>
</tr>
<tr>
<td>$5,000,000-10,000,000</td>
<td>10</td>
</tr>
<tr>
<td>$2,500,000-5,000,000</td>
<td>26</td>
</tr>
<tr>
<td>$1,000,000-2,500,000</td>
<td>28</td>
</tr>
<tr>
<td>$500,000-1,000,000</td>
<td>37</td>
</tr>
<tr>
<td>$250,000-500,000</td>
<td>59</td>
</tr>
<tr>
<td>$100,000-250,000</td>
<td>165</td>
</tr>
<tr>
<td>Less than $100,000</td>
<td>241</td>
</tr>
</tbody>
</table>

| Total  | 348 |

---

**Table II**

**Top 10 Network Advertisers for December 1949**

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$1,132,706</td>
<td>1</td>
</tr>
<tr>
<td>General Foods</td>
<td>$788,277</td>
<td>2</td>
</tr>
<tr>
<td>General Mills</td>
<td>$758,127</td>
<td>3</td>
</tr>
<tr>
<td>General Foods</td>
<td>$655,614</td>
<td>4</td>
</tr>
<tr>
<td>Ralston Purina</td>
<td>$655,616</td>
<td>5</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>$588,200</td>
<td>6</td>
</tr>
<tr>
<td>Miles Labs</td>
<td>$549,246</td>
<td>7</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>$511,929</td>
<td>8</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$511,427</td>
<td>9</td>
</tr>
<tr>
<td>B. J. Reynolds Co.</td>
<td>$399,423</td>
<td>10</td>
</tr>
</tbody>
</table>

---

**Table III**

**Comparative Gross Network time Sales by Product Groups**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1948</th>
<th>1949</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$108,035</td>
<td>$114,172</td>
<td>4.4%</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>$17,369</td>
<td>$15,445</td>
<td>-11.0%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>$2,956,473</td>
<td>$2,956,003</td>
<td>0.0%</td>
</tr>
<tr>
<td>Meat and Meat Products</td>
<td>$382,724</td>
<td>$457,234</td>
<td>19.5%</td>
</tr>
<tr>
<td>Beverages</td>
<td>$668,658</td>
<td>$529,316</td>
<td>-25.3%</td>
</tr>
<tr>
<td>Furniture</td>
<td>$724,554</td>
<td>$663,374</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Tobacco &amp; Drug Companies</td>
<td>$735,767</td>
<td>$708,676</td>
<td>-3.7%</td>
</tr>
<tr>
<td>Food &amp; Drug Retail</td>
<td>$431,581</td>
<td>$392,686</td>
<td>-8.9%</td>
</tr>
<tr>
<td>Toiletries &amp; Cosmetics</td>
<td>$214,323</td>
<td>$199,282</td>
<td>-6.7%</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationery</td>
<td>$312,620</td>
<td>$275,987</td>
<td>-13.0%</td>
</tr>
<tr>
<td>Total</td>
<td>$5,069,181</td>
<td>$4,674,844</td>
<td>-7.1%</td>
</tr>
</tbody>
</table>

---

**Network Tops $17 Million; ’49 Analyzed**

January-December 1949

**Table IV**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Gross</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Drug Retail</td>
<td>$2,869,240</td>
<td>10</td>
</tr>
<tr>
<td>Tobacco &amp; Drug Companies</td>
<td>$2,869,240</td>
<td>10</td>
</tr>
<tr>
<td>Toiletries &amp; Cosmetics</td>
<td>$2,869,240</td>
<td>10</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationery</td>
<td>$2,869,240</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>$10,345,080</td>
<td>16</td>
</tr>
</tbody>
</table>

---

**Advertiser Expenditures for Network Time**

<table>
<thead>
<tr>
<th>VIII ACE MARKETS INC.</th>
<th>20,486</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII ADAM HAT STORES INC.</td>
<td>140,685</td>
</tr>
<tr>
<td>VI ALBERT'S CO.</td>
<td>6,654</td>
</tr>
<tr>
<td>VI ALLIS-CHALMERS MANUFACTURING CO.</td>
<td>439,244</td>
</tr>
<tr>
<td>VI AMERICAN SBAKERY CO.</td>
<td>134,154</td>
</tr>
<tr>
<td>VI AMERICAN BIRD PRODUCTS INC.</td>
<td>22,554</td>
</tr>
<tr>
<td>VII AMERICAN POULTRY PRODUCTS</td>
<td>4,784,977</td>
</tr>
<tr>
<td>VII AMERICAN MEAT INSTITUTE</td>
<td>330,684</td>
</tr>
<tr>
<td>VII AMERICAN TELEPHONE &amp; TELEGRAPH CO.</td>
<td>845,556</td>
</tr>
<tr>
<td>VII AMERICAN TOBACCO CO.</td>
<td>4,318,658</td>
</tr>
</tbody>
</table>

**Home Permanent Wave. Pepsodent Tooth Paste and powder was handled by Needham, Louis & Brobry as well as part of the Rayve Cream Shampoo and Rayve Home Permanent Wave account. FC&B also was in behalf of Pepsodent Tooth Paste. Rinso and Spry were handled by Ruthrauff & Ryan while the Lifebuoy account was handled by S. & A. B. The fifth rank of General Foods Inc. had three agencies active on its accounts. Knox-Boeves placed time for Wheaties, Cheerios, Kix, Wheatena, Bisquick, Crisco, Solut, Pyquic, Gold Medal and Drifted Snow flour, Betty Crocker Cookies, Ginger Cake Mix, Sperry Pancake and Waffle flour. Tatham-Laid Inc. was active in behalf of Kix, Wheaties and Gold Medal Flour. The accounts handled by D-F-S included Gold Medal Flour, Bisquick, Kix, Pyquic, Cake Flour and Ginger Cake Mix.**

Individual expenditures by advertisers are shown at left. The first column shows the class in which the advertiser's expenditures are classified. The second column shows the sponsor and product advertised. The remaining columns show the 1949 and 1948 expenditures and the dollar increase or decrease. The figure immediately following the sponsor's name indicates the total gross expenditure for 1949. Where expenditures are available they follow the product name.
**FCC MODEL BILL**

**Intra-Commission Rift Over Staff’s Role Grows**

By RUFUS CRATER

A SHARP BREACH among FCC members over their staff’s proper role in Commission affairs was revealed last week in a “secret” document sent to the House radio subcommittee on communications and prospective legislation [CLOSED CIRCUIT, Feb. 20].

The cleavage was disclosed in extensive comments submitted to the Commission by accompanying a model bill which presented FCC’s own version of how it should conduct its operations.

The controversy aligned five Commissioners against one in a sharply worded dispute over the majority’s insistence on access to staff “expertise” in any case at least until the hearing is held.

Chairman Cale Hoy and Commissioners Walker, Webster, Sterling and Hennock contended public interest would suffer if Commissioners were not allowed to consult freely with staff members about pending cases up to the point of hearings. Comm. Jones retorted that in contested cases such advice should be given on the record, not “behind the backs of the opposing parties.”

“Let the Senate “is not confirming enough employees of the Commission.” Comm. Hyde, attending the NABRA sessions in Peoria, did not take part in the debate.

Highlights of Bill

Other highlights of the majority’s model bill and accompanying comments on the Senate-passed McFarland Bill to reorganize FCC procedures (S 1973), with most of whose provisions FCC had once expressed endorsement:

- Division of the Commission into panels would be authorized as in the present law though the Commission said it does not now plan to make use of such authority.
- The Commission would be required to reorganize its staff into functional units, along lines suggested by the McFarland Bill and as now in process of accomplishment [BROADCASTING, Feb. 20], but the McFarland Bill’s time limit for reorganization would be lengthened from 90 days to 12 months.
- A special review or buffer staff would be created to stand between the Commission and its regular staff, similar to the one set up a few months ago, but it would be given a new title: to advise the Commission that is withheld by the McFarland Bill.
- The McFarland Bill’s deadlines for Commission action on applications would be eliminated.
- The McFarland Bill’s provisions that the filing of a protest against a grant should automatically stay the grant’s effectiveness.
- The so-called “double jeopardy” provisions of the present law’s anti-trust sections, proposed for deletion by the McFarland Bill, would be retained.
- The McFarland Bill’s prohibition against job-jumping by Commissioners and senior staff executives would be deleted.
- The McFarland Bill’s provision that a renewal may be granted if it will serve public interest would be dropped for fear it would provide an interfering application for a station’s facilities. The present law’s provision authorizing renewal upon the same considerations as an original grant would be retained.
- The McFarland Bill’s provision of a “legal assistant” for each Commissioner would be broadened to specify “professional assistant.”
- Commissioners would be permitted to accept “reasonable” pay for preparing “technical or professional publications.”
- The McFarland Bill’s version of a radio fraud law, comparable to the postal fraud statute, would be elected. Voice of Democracy contest winners.
- Associate Justice Tom Clark, of U. S. Supreme Court, and NAB President Justin Miller took part. L to r: Campbell Arnow, WTAR Norfolk, Va., District 4 director; Judge Miller; Judge Clark; Gen. Marshall; Howard Lane, WJJD Chicago, large station director; Clair R. McCollough, WGAL Lancaster, Pa., small station director-at-large; Gilmore N. Nunn, WLP Lexington, Ky., District 7 director.

NAB MEET AGENDA

By J. FRANK BEATTY

WEEK-LONG NAB convention lineup in which national and world affairs will provide the theme for broadcast management is planned for the April 12-19 series of meetings to be held at the Stevens Hotel, Chicago.

The new look in industry conventions will carry the theme, “The American Broadcaster’s Responsibility in the World Today.” Well-known speakers are to discuss world affairs, industry, advertising, government, world economy, agriculture and the broadcasters’ obligation to coming generations.

Definitely billed for the Management Conference April 17-19 are Herman W. Steinkraus, president of the U.S. Chamber of Commerce, and Paul G. Hoffman, administrator, Economic Cooperation Administration. Mr. Steinkraus will speak on industry problems with Adm. Hoffman discussing world economy.

Other speakers of equal prominence are being contacted by NAB for the industry’s 28th annual convention.

Annual business meeting of the NAB membership will be held Tuesday the 15th, from 10 a.m. to 12 noon. The final management session Wednesday morning will be devoted to television, as was the case last year.

As now programmed, the convention lines up like this:

April 12 (Wednesday)—Annual Exposition opens; Engineering Conference registration; Engineering Committee meeting; inspection trips; evening reception.

April 13—Morning luncheon and afternoon meetings of Engineering Conference.

April 14—Same as Thursday.

April 15—FCC-Industry Roundtable in morning; meeting of NAB Recording & Reproducing Standards Committee; technical meeting; inspection trips; informal luncheon.

April 16—Independents’ Day Sunday meeting for independent station personnel, reception, special meetings and dinners.

April 17—PM meeting in morning; foreign language station meeting in morning; Management Conference formally opens at luncheon followed by afternoon meeting.

April 18—Annual membership business meeting in morning; formal luncheon and afternoon meetings for management; annual non-speech banquet in evening, with BMI providing entertainment.

April 19—Television session; noon adjournment.

Management Conference sessions will be shorter than usual, allowing plenty of time to visit exhibits and take part in unofficial activities.

Duplication Avoided

The schedule avoids duplication of shirt-sleeve station operating problems discussed at the autumn NAB district meetings. Programs are designed to give delegates a picture of the present and an insight into their role in the industrial, agricultural, and social life of the nation and world. Understanding of these problems, NAB say in a release, will give individual broadcaster’s prosperity.

Supervising arrangements is the NAB board’s Convention Site & Policy Committee. Members are Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMDB Peoria, Ill.; James D. Shouse, WLW Cincinnati; C. E. Arney Jr., NAB secretary-treasurer.

Stress on World Affairs

(Continued on page 44)
RUNOFF ballots to determine a tie in the 1959 NAB FM directors' election were mailed last week to FM station members by C. E. Arney Jr., NAB secretary-treasurer. The tie developed between Ben Strouse, WWDC-FM Washington, and Craig Lawrence, WCOP-FM Boston. Runoff ballots must be returned to NAB Washington headquarters by March 1.

Eight district directors were elected along with nine of the ten directors-at-large, bringing 12 new faces to the board when it is reorganized at the April convention. In the FM category, Frank U. Fletcher, WARM-FM Arlington, Va., led with 93 votes out of 324 cast. He will serve a two-year term. Winner of the Strouse-Lawrence runoff will serve a one-year term.

District directors now serve two-year terms. Under NAB's election system, even-numbered districts elect directors in even-numbered years, and odd-numbered districts elect in odd-numbered years.

Since this is a transition year in setting up a new election schedule for directors-at-large, those with the most votes will serve two-year terms and runners-up will serve one-year terms.

Large Vote Received
The total vote was "tremendous," according to Mr. Arney. He said all directors elected received over half the votes in each category. In all 2,487 ballots were mailed, with 1,243 returned, a "70%" response. This sets an all-time record in NAB voting.

Four district directors were nominated in January without opposition, but election ballots were sent to the stations in the areas. Those unopposed were Harold Wheelahan, WBNQ New Orleans, District 8; William B. Quarton, WTM Cedar Rapids, Iowa, re-elected, District 10; Jack Todd, KAKE Wichita, District 32; Calvin J. Smith, KPAC Los Angeles, re-elected, District 16. Re-elected in addition to Messrs. Quarton and Smith were James D. Shouse, WLW Cincinnati, large stations; Mr. Fletcher, for FM; Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, KWWQ-WTWA Thomson, Ga., small stations.

Mr. Quarton Mr. Thomas Mr. Shouse
Mr. Fletcher Mr. Swezey Mr. Smith
WOIC (TV) Washington, for television stations.

New

NAB Directors

District

Re-elected

Mr. Wheelahan Mr. Kobak Mr. Willard Mr. Ryan Mr. Higgins
Mr. Esau Mr. Essex Mr. McDonald

In FM Runoff

Mr. Lawrence Mr. Strouse

Mr. Kobak, WTWA Thomson, Ga., small stations. Messrs. Ryan and Kobak have served on the board in the current decade. Mr. Willard sat at board meetings during the 1945-49 period when he was NAB executive vice president.

Retiring from the board during the NAB convention in April will be: Robert L. Smith, WHCU Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Howard E. McMillen, WMCM Memphis, District 6; Harry M. Byrner Jr., WFBB Indianapolis, District 8; Robert Enoch, District 12; Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shafto, WIS Columbia, S. C., and Kenyon Brown, KWTF Wichita Falls, Tex.; medium stations; Clair R. McCollough, WGBAL Lancaster, Pa.; and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

Many of those retiring were not candidates for re-election because they had served two terms, though in several cases one of these terms was only a one-year service. NAB's by-laws have been amended to forbid more than two consecutive terms on the board.

The board elections were conducted under Mr. Arney's direction. In recent years the mail ballot has been in charge of the accounting firm of Ernst & Ernst but the board decided last year to turn over

(Continued on page 49)

WQQW BALKS AT NEW DUES

Quick reaction to a memo on NAB's dues increase, sent stations last week by President Justin Miller, came from WQQW Washington in the form of a critical letter of resignation.

Writing to Judge Miller, Mr. Robert Rogers, WQQW vice president and general manager, charged that the recent increase in dues to be paid, starting April 1, by stations in the less-than-$100,000 classes is a step to aid big broadcasters at the expense of smaller stations.

WQQW is not affected by the new dues schedule, adopted by NAB's board last month at its Arizona meeting, according to Mr. Rogers. Judge Miller's memo to member stations explained the board had abandoned the 12 1/2% dues discount and stepped up dues of the four lower classes to raise income from $584,000 to $608,000 for the fiscal year starting April 1 [Broadcasting, Feb. 20]. He said members of the four groups, a large part of the total membership, will pay 28.1% of the cost instead of 20.12% as heretofore.

Mr. Rogers wrote Judge Miller that the station considered its NAB status some months ago when several important independents resigned. The dues action, however, "tips the scales quite the other way as far as we are concerned," he wrote. "It almost smacks of taxation without representation, a particularly loathsome concept for Americans; and, therefore, we have no choice but to resign our membership.

"This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettably unsuccessful All-Radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich."

Mr. Rogers said WQQW was not resigning from NAB "only over a matter of principle." He listed six NAB operations, asserting a "pretty careful assessment" showed no dollar-and-cents value from program, technical and FM services.

(Continued on page 49)
NATIONAL network broadcast and TV audiences will be measured by only one firm, A. C. Nielsen Co., as a result of the Feb. 28 sale of three C. E. Hooper Inc. services to the Nielsen interests.

Three months of negotiations between the parties culminated last week in ratification of the three-service purchase by Nielsen stockholders.

While this major upheaval in the program rating field leaves Nielsen as the only national network audience analyst, the Hooper organization will continue its operations exclusively at the local level.

Price paid by Nielsen for the three Hooper services — national radio network programs, Pacific network programs and national TV network programs — was not officially disclosed. Broadcasting learned on reliable authority that the amount was in the neighborhood of $500,000. Other reports had placed it at $615,000.

One-line Operation

The Nielsen acquisition returns the national network rating field to a one-line operation for the first time in about a decade. In the 30s Hooper and Crosley Inc. conducted competitive services, the latter on behalf of Assn. of National Advertisers. Mr. Hooper has been publishing network Hooperatings for 15 years.

Mr. Hooper said that A. M. Whitted, who has worked the past 15 years, will move to the Nielsen New York offices to act as liaison for the TV-rating service as long as it continues under the present setup. When the switch to Nielsen's Audimeter-based ratings is made he will return to C. E. Hooper Inc.

In continuing its operations at the local level, the Hooper organization will compile and publish its "City Hooperatings," "City Tele-ratings," "area coverage indexes," "salaries and sales reports," "specialized research services" and other "services.

A new automatic recording device which will report on family listening and viewing within 3½ seconds directly and without need for a telephone call will shortly be incorporated into his firm's data collection procedure, Mr. Hooper said.

Professor, verifying Mr. Hooper's statement first printed by Broadcasting last fall [CLOSED CIRCUIT, Nov. 21, 1949] He refused to amplify the bare announcement until his return in a month hence from an Arizona vacation.

National Network Program Hooperatings, based on coincidental telephone calls in the 36 cities of four-network service, will cease publication after the issue of the Hooper pocket pieces for February.

National Nielsen-Ratings Reports, based on a nation sample of homes equipped with Audimeters, will be made available immediately to former subscribers for program Hooperatings. Complete National Nielsen Radio Index service also will be made available to those who want this more comprehensive analytical and diagnostic service in addition to the ratings.

Pacific Network Program Hooperatings also will end with the February report and will be immediately replaced with the Pacific Nielsen-Ratings Report.

TV Network Hooperatings will be continued with the present method of coincidental telephone calls until such time as the Nielsen organization has installed a sufficient number of Audimeters in TV homes to provide an adequate sample for a National Nielsen-Ratings report of TV program audiences.

Mr. Hooper made last week's statement that they expect to be ready to inaugurate their Audimeter-based TV rating service this coming fall.

(Continued on page 40)

Networks' Reaction to Hoover Sale

Mr. NIELSEN

NIELSEN SEES CLEAR PATH AHEAD

"WE HAVE a clear path ahead," said Arthur C. Nielsen, president of the A. C. Nielsen Co., Thursday in commenting on his company's acquisition of C. E. Hooper's national rating service.

Mr. Nielsen disclosed that Mr. Hooper "initiated the discussions" relative to the recent deal "by a telephone call to me early last November."

Kobak Survey

He recalled that an "elaborate survey" made by Edgar Kobak when he was president of Mutual established that "the majority of leading people in the broadcasting industry thought a better job (of national rating) could be done by a single service."

This survey further disclosed that the industry was overwhelming in favor of our company—almost unanimously," he said.

Mr. Nielsen released a telegram from Frank K. White, present head of Mutual. The message reads in part:

"Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more than pleased to receive your announcement. We know we can count on you to expand and improve your service during the coming months and for our part you can be sure of continued interest and cooperation which we believe will lead to even greater confidence in the accuracy, reliability and usefulness of the Nielsen services."

Price Not Disclosed

The NRI head would not discuss the price involved in the purchase of the Hooper network services. He denied that published reports of a $600,000 figure were correct.

"We feel, and our attorneys feel, (Continued on page 40)"

March 6, 1950 • Page 27

Mr. HOOPER

HOOPER TO STRESS LOCAL RATINGS

The local rating field has provided two-thirds of his income, C. E. Hooper, head of C. E. Hooper Inc., told Broadcasting last week in discussing plans to continue his organization after transfer of network, TV and Pacific network audience ratings to A. C. Nielsen Co.

Noting that the number of sponsored network radio programs on the air today has dropped some 40% from its level three years ago, with network radio rating service revenue dropping accordingly, Mr. Hooper said that without competition his organization would have continued the network Hooperatings, "riding the radio curve down and the TV curve up."

Decreased Revenue

But with the decreasing network radio revenue split between his firm and the Nielsen organization, even his network (TV) rating business did not bring the total network ratings to a profitable operating level, so he sold out. Revenue from the National Hooperatings dropped $40,000 in January 1949 to $26,000 in January 1950, he reported.

From now on he will concentrate on the local rating field, Mr. Hooper said. He averred that television has so changed the radio listening habits in cities with TV service that it is no longer possible to average reports of listening in cities with TV and cities without it into a significant national rating.

Taking New York as an example of the effect of TV on audience behavior, Mr. Hooper reported that the January-February 1949 average evening audience in that city was divided 19.7% for television and 80.3% for radio listening. Eleven months later, the December

(Continued on page 41)
ARMY-AIR FORCE ADS

"Fair Share to Radio"

ARMY and Air Force officials said
sure the radio would
resent that the new bivouacking
funds earmarked for radio-TV
spending. A meeting, held with
Maj. Gen. T. J. Hadley Jr., chief of
Air Force public relations
ment and service division (USA,
USAAP), reviewed the budget sit-
uation [BROADCASTING, Feb. 27, 13]
in Washington Thursday af-
num.

As a long-range aftermath of the
latest conference, it is und-
stood that the military has prom-
ised to consider diverging produc-
tion costs from actual time pur-
chases in its future overall budget
estimates. The major part of these
production costs are for free-time
material.

Both Maj. Gen. Hadley and
Will C. Grant, owner of Grant
Advertising, Chicago, Air Force
agency, assured the broad-
casters' spokesman that "radio has
been and always will be given a
fair share of recruitment adver-
tising."

New York has no intention of cutting
radio or TV from its advertising
program and would give the media
an equal opportunity with the others.

Representing radio at the con-
ference were Judge Justin Miller,
NAB president; Charles A. Bat-
son and Robert M. McGredy, assistant
secretary at the NAB; and Mr.
Grant. Maj. Gen. Hadley, mem-
er of his staff, and other defense
officers represented the military.

The unusual, underway for
several weeks, were instigated as a
Field of NAB and BAB action in
response to stations' protests
against the use of free time by the
services [BROADCASTING, Feb. 6].
Testimony before a House Appro-
priations subcommittee was given
that the Army-Air Force recruit-
ing program budget for next year
calls for a nearly 40% outlay for
radio and television. This goes for
both free-time material production
and time purchases.

Col. N. F. McCurry, Hadley's
deputy, had told Congressmen
that the Army-Air Force budget
for fiscal year 1951 would be $366,400
for radio-TV out of a total of $1,591,000
outlay. Army officials estimate that the budget
would be split about evenly in pro-
duction costs and actual time pur-
chase. For the time being, no change in this procedure is con-
templated, spokesman said.

The further parade came as a
climax to a swelling chorus of sta-
tions' protests against donations of
free time to organizations which
conduct paid advertising cam-
paigns in other media.

Many sta-
tions protested to the Grant agency
and to their Congressmen. Army
officials said they were miffed be-
cause "irresponsible statements
have been circulated that the
services do not plan to buy any
time on stations.

Labeling these assertions untrue,
Army-Air Force spokesmen under-
lined the fact that even the budget
figure for radio-TV in 1951 was "tentative," and that it must wait upon action by the
Congress and the President's signature before becoming a real-
ity.

Col. Wiliam G. Downes, one of
the Army-Air Force advertising
staff, told BROADCASTING last week
that with a limited budget the services were obliged to "compro-
mise" in arriving at the best meth-
od of advertising which also would
give them "the most coverage."

On this best-for-the-most-theory,
Col. Downes said most independent
stations have indicated their en-
thusiasm for the packaged pro-
grams and have asked for them.
These stations, he said, can get
time before and after. However,
Army spokesmen said it would
be folly to spread the budget allow-
ance to any one of the "thousands of independents" be-
cause not one any of them would
get a fair return.

Meanwhile, the high advertising
command of the military confirmed
a spending of $100,000 out of the

IRE MEET

TAX VICTORY

Va. Bill Forbids Levy on Radio-TV

LEGISLATION forbidding cities,
towns and counties in the state of
Virginia from levying license or
privilege taxes on broadcasting and
television stations was passed last
week by the Virginia General As-
ssembly, according to Philip F.
Allen of WLVA Lynchburg, presi-
dent of the Virginia Assn. of
Broadcasting Stations.

The bill passed by overwhelming
pluralitys and was sent to Gov.
John S. Battle.

Broadcasting and television are
placed on the same level as news,
papers in receiving exemption from
municipal and county license and
business taxes, under terms of the
bill (House Bill 224), introduced
Feb. 1.

The bill was passed by the House
with a 90-2 vote. The Senate
Finance Committee approved it, as
the House committee had done.
Without after. After the Senate
committee had reported it favora-
ably by a 10-0 vote, it was resub-
mitted and a hearing was held Feb.
7.

Mr. Allen appeared at the hear-
ing along with C. T. Lucy, WYVA
Richmond, chairman of the VAB
Legislative Committee; Frank U.
Fletcher, WAB Arlington, and a
number of broadcasters. Mr.
Fletcher pointed out that about
half of broadcast stations have
operated a loss and other stations
were in the red. He described service services
and added that stations might be forced
into local politics if they are as-
essed local taxes.

The committee reported the bill
favorably once more, this time by a
12-3 vote.

Last Monday the measure came
up in the Senate. Sen. Edward L.
Breeden, of Norfolk, attacked the
content that radio and TV stations
resemble newspapers in their pub-
lic and educational services and
therefore should have the exemp-
tion newspapers have enjoyed for
a half-century.

Cities TV's Future

Sen. Breeden contended TV "is on
the way to becoming one of the
biggest businesses in Virginia."
He compared TV to theatres, and
added, "I see no reason for the
life of me to tax a theatre and not
a television station."

Sen. A. E. Strode, Isle of
Wight, argued the bill did not con-
cern itself with whether the radio
and TV stations make money. He
said they offer the same news and
educational service as newspapers.

The bill, he went on, "safeguards
a situation whereby a locality by
license fee could tax a radio sta-
tion so severely as to bring it in-
hole."

Sen. Robert O. Norris, of Lively,
urged passage of the bill as "a
refreshing piece of news" because
one industry at least "knows it is
not going to be taxed." Sen.
Charles Fenwick, of Arlington,
said the bill follows the same prin-
ciple as the newspaper exemption,
and prevents punitive action
against stations by a locality.

The Senate passed the bill 30-5.

Among communities understood to
have passed the new radio and TV
stations are Norfolk, Roanoke,
Danville, Alexandria and Airlton
County. In Alexandria WPIK was
placed on the air at a cost of $39
per $100 on gross income above
a mysterious figure of $6,040.

WPIK protested the levy. Airlton
County assessed an 11% tax on
stations but it has been protested.

Move to place these taxes on
stations was instigated two years
ago by the Municipal League of
Virginia.

Several cities in Arkansas have
taken steps to tax broadcasting
stations following action of the U.
S. Supreme Court in refusing to
hear an appeal from a state court
ruling in which the Little Rock
radio tax was upheld after a local
court had ruled it invalid.

Pueblo, Colo., is understood to
have three tax ordinances since
the Supreme Court's action.

Stations in Anniot, Ala., also
have received tax bills from the
city as a result of the Supreme
Court's decision. A code approved
Dec. 29, 1947, levied $100 on each
station soliciting advertising. The
tax had not been previously
enforced.

BROADCASTING * Telecasting

FCC Actions

FINAL decisions and grants for five new AM stations and
insertion of existing
stations reported by FCC.

Five stations granted transfer-
tes. One AM and one FM
authorization deleted. Details of
FCC actions are in Actions of the
FCC starting on page 81 and
FCC Roundup on page 87.

1950 budget for a spot campaign
in 62 major cities. The campaign,
it said, would get underway in two
or three weeks and would spur in-
terest in reserve activities.

MILLER BREWING

Mullen Heads Adv. Dept.

ESTABLISHMENT of separate ad-
vertising and public relations de-
partments at the Miller Brewing
Co., Milwaukee, (Miller High Life
beer), was announced last week
by Frederick C. Miller, brewery
president.

Under the reorganization, Roy J.
Bernier, now manager of the com-
binel department, has been named
director of the public relations de-
partment. The brewery's advertis-
ing department will be headed by
Vernon S. Mullen Jr.
HOUSE HEARINGS DELAYED No Date Set


Meanwhile Rep. Charles A. Woul- verton (R-N.J.), ranking minority member and former chairman of the House committee, told Broadcasting he has been informed by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, will be given a chance to present his appeal for lifting of the television freeze before the Sadowski group once hearings get underway [TELECASTING, Feb. 13].

The feeling on Capitol Hill was that the new delay by the Sadowski subcommittee would put into effect the slow down expected in radio legislation because of the naming by President Truman of a new Communications Policy Board. [Broadcasting, Feb. 27]. The House group was scheduled to look into the pending Sadowski Bill (HR 6949) which would set up an overall frequency allocations board on a permanent basis with functions similar to that of Mr. Truman's temporary board.

Also on the Congressional group's schedule was consideration of the Senate-passed McFarland Bill (see story, page 25) to reorganize FCC procedures (S 7138) and probably the new Sheppard Bill (HR 7310) to require licensing of networks. Rep. Sadowski, who is recuperating from a heart attack, returned to Washington early last week from Detroit, where he had been hospitalized. However, his close associates indicated that the Congressman may be unable to resume his full legislative responsibilities.

An alternative to an indefinite delay in hearings, a spokesman said, would be the appointment of a temporary chairman to wield the gavel in place of Rep. Sadowski. Rep. Dwight L. Rogers of Florida is ranking Democrat on the subcommittee. Other members of the subcommittee are: Democrats Eugene J. Keogh of New York, John A. McGuire of Connecticut, George H. Wilson of Oklahoma, Thomas B. Underwood of Kentucky; Republicans Carl Hinshaw of California, Leonard W. Hall of New York, Harris Ellsworth of Oregon, and James I. Dolliver of Iowa.

The New Jersey legislator also said he was not in favor of a prolonged postponement of the Sadowski bill and would "like to see the subcommittee go ahead" with its deliberations.

In the Senate, further review of the communications problem was seen last week as about to end. Sen. E. W. McFarland (D-Ariz.) would confer again with President Truman. Mr. Truman has expressed particular concern over the use of radio and wire communications by the government. However, since the phases which will fall under close study by his special board have not been named, the House talk probably will touch on the entire communications question, including that of frequency control.

GENERAL FOODS

Plans Product Changes, Ad Budget Increase

GENERAL FOODS, New York, will realign its products, effective Sept. 1, 1950 among its three agencies and will increase its advertising budget, the company announced last Tuesday at a news conference in New York.

General Foods spent $200,000,000 last year, Charles G. Mortimer, vice president in charge of marketing, said, and the company plans to boost that during 1950. Radio and television will be included in the increased budget.

Under the switch in products, Foote, Cone & Belding will double its present GF billing, while the two major GF agencies, Young & Rubicam and Benton & Bowles, will gain in billings through new products. The four new products which Foote, Cone & Belding will get are: Calumet Baking Powder, La France and Satina (all formerly serviced by Young & Rubicam) and Post Toasties (previously with Benton & Bowles).

Young & Rubicam, which last year celebrated its 25th anniversary working with GF (its oldest and largest client), will increase its GF billing in 1950 through new additions to the Jell-O line of packaging. Other additions will come from Birds Eye and Birds Eye frozen orange concentrate, from the Igleheart division with new Swans Down mixes and Minute rice, and an increase in volume.

Young & Rubicam will have the following products: G. F. Consumer Goods, E. F. Belding Division (trade) Minute tapioca; G. F. Corporate, Grape-Nuts; Sanka; Instant Sanka; Kaffee Hag; Jell-O, Jell-O puddings; Jell-O tapioca pudding, Jell-O rice pudding, Jell-O pie fillings, Institution Jell-O products, Minute rice; Birds Eye frozen concentrated orange juice, Bleviey's bottled beverages, Grape Nuts flakes, Post's wheat meal; Swans Down cake flour, Swans Down self-rising cake flour, Swans Down mixes, Swans Down refrigerator bread; Belding's coconut, Baker's Southern Style coconut, Baker's hulk coconut products, Birds Eye frozen foods, Kernel-Fresh salted nuts, 40-Fathom Brand of fish and seafoods, Jack and Jill cat food.

Benton & Bowles, GF agency since 1931, will have higher billings in 1950 through established brands, and also through two new products, Post's Sugar Crisp and Walter Baker's 4 In 1 cocoa mix. General Foods is also Benton & Bowles' oldest and largest client.

Benton & Bowles will service the following products: Post's Coffee; Certo; Snider condiments and canned foods, Post's 40 per cent Bran flakes, Post's Puffed Products, Walter Baker chocolate, Walter Baker 4 In 1 sweet cocoa mix, Walter Baker's coconut-cake chocolates, Diet and Herman's Diamond Crystal salt products, Yuban coffee, Ridgeway teas, Gaines dog foods, Instant Maxwell House coffee, Post's Raisin Bran, Post's Sugar Crisp, Log Cabin syrup, Colonial Salt Products, Bliss coffee, Maxwell House tea.

Foote, Cone & Belding Inc., newest GF agency, appointed in 1946, will handle Postum, Post Toasties, Rice Kriskies from Chicago, and Calumet baking powder, La France and Satina from New York.

**NEW YORK TIMES**

**NEW YORK TIMES**

NBC CHICAGO SHIFT Splits AM and TV In Three Units

NBC Chicago continued the network's AM and TV separation policy last week with reclassifications and programming. Divisional responsibility appears to have been eliminated among executives, with each being delegated authority in the division to which he is assigned. Ted Mills, program manager at WNBQ (TV) since September 1948 is now executive television producer, responsible for all executive work. Taking over his TV administrative work is Arthur Jacobson, former WMAQ program manager, who has the title of TV program manager. Homer Heck, longtime AM producer at the division, succeeds Mr. Jacobson. Mr. Heck's replacement has not been named.

Sales duties have been stratified at all levels, with Paul McGluer and Eugene Hoge remaining as chiefs of AM and TV network sales, respectively. Oliver Morton, who previously headed activity in local and national spot sales for both AM and TV, is chief of national AM and TV spot only, assisted by Robert Ewing. Remaining with him are Robert Flanagan and George E. Hallem. Additions to Mr. Morton's staff include Howard Meyers, formerly of the local TV staff, and Jack Mulholand, who joins the department March 15. He is assistant post-manager of Independent Metropolitan Sales.

Edward C. Cunningham, former assistant to Mr. Morton, takes the title of WMAQ TV-TV sales manager. He is handling local AM sales. His staff includes two new persons, John H. Schneider, formerly of the WGN Chicago sales staff, and Frank DeBour, who was transferred from NBC's accounting department.

John McPartlin remains sales manager of WNBQ, assisted by George Morris. Two men will be...
### Advertiser Expenditures

(Continued from page 81)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1969 Exp.</th>
<th>1968 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIII A. &quot;NO&quot; VOTE ON PROPOSITION NUMBER TWO APPEARING ON CALIFORNIA BALLOT *</td>
<td>Political</td>
<td>400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII B. ARMOUR &amp; CO.</td>
<td>Armour Ham, Armour Meat Meals, Margarine, Miss Wisconsin Cheeses</td>
<td>1,028,533</td>
<td>1,916,323</td>
<td>$-887,790</td>
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<tr>
<td>VIII C. DRY VEGETABLES</td>
<td>All Products</td>
<td>361,345</td>
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<td></td>
</tr>
<tr>
<td>VIII D. DISPOSABLE DISHES</td>
<td>Dial Soap, Dish Dog Food, Chiffon Flakes</td>
<td>273,367</td>
<td>291,921</td>
<td>$-18,554</td>
</tr>
<tr>
<td>VIII E. CHIFFON HANKIE</td>
<td>Chiffon Hankies</td>
<td>455,638</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII F. AMERICAN CORK CO.</td>
<td>All Products</td>
<td>990,961</td>
<td>298,560</td>
<td>$692,401</td>
</tr>
<tr>
<td>VIII G. BAEDE, B. T. INC.</td>
<td>Bob-O, Glen</td>
<td>2,234,022</td>
<td>2,032,183</td>
<td>$201,839</td>
</tr>
<tr>
<td>VIII H. BALLOONS &amp; BALLADS</td>
<td>All Products</td>
<td>5,372</td>
<td>1,654</td>
<td>$3,718</td>
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<tr>
<td>VIII I. OIL</td>
<td>Oil &amp; Grease</td>
<td>1,554,801</td>
<td>630,040</td>
<td>$924,761</td>
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<tr>
<td>VIII J. BUDGET &amp; STORAGE CO.</td>
<td>All Products</td>
<td>46,750</td>
<td>96,662</td>
<td>$-49,912</td>
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<tr>
<td>VIII K. BLOCH BROTHERS TOBACCO CO.</td>
<td>Tobacco</td>
<td>370,341</td>
<td>187,047</td>
<td>$183,194</td>
</tr>
<tr>
<td>VIII L. BROWN &amp; DRUG CO.</td>
<td>All Products</td>
<td>255,050</td>
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</tr>
<tr>
<td>VIII M. ARMEN-1-DENT TOOTHS</td>
<td>Arm-En-1-Dent Toothpaste</td>
<td>670,759</td>
<td>1,216,308</td>
<td>$-545,549</td>
</tr>
<tr>
<td>VIII N. BORDEN'S</td>
<td>All Products</td>
<td>54,647</td>
<td>19,616</td>
<td>$34,031</td>
</tr>
<tr>
<td>VIII O. CALIFORNIA MEDICAL ASSN.</td>
<td>Insurance-Hospitalization &amp; Physicians Service</td>
<td>20,596</td>
<td>32,688</td>
<td>$-12,092</td>
</tr>
<tr>
<td>VIII P. CALIFORNIA PACKING CORP.</td>
<td>Del Monte Foods</td>
<td>36,486</td>
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<td></td>
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<tr>
<td>VIII Q. CAMPAHRA</td>
<td>All Products</td>
<td>425,489</td>
<td>469,859</td>
<td>$-44,370</td>
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<tr>
<td>VIII R. BRYSTOWN JAILERS</td>
<td>Magic Touch Cream Makeup, Ayd's Vitamin Cream</td>
<td>308,307</td>
<td>301,171</td>
<td>$7,136</td>
</tr>
<tr>
<td>VIII S. CAMPBELL'S</td>
<td>All Products</td>
<td>39,209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII T. CAMPBELL'S SOUP CO.</td>
<td>Condensed Soups &amp; Pork &amp; Beans</td>
<td>978,525</td>
<td>1,146,710</td>
<td>$-168,185</td>
</tr>
<tr>
<td>VIII U. FRANCO AMERICAN SPAGHETTI</td>
<td>Franco American Spaghetti</td>
<td>689,861</td>
<td>1,192,359</td>
<td>$-502,498</td>
</tr>
<tr>
<td>VIII V. CARNEGIE ROLL</td>
<td>All Products</td>
<td>1,164,174</td>
<td>973,785</td>
<td>$190,389</td>
</tr>
<tr>
<td>VIII W. CARNEGIE ROLL (ALBERS MILLING CO.)</td>
<td>All Products</td>
<td>1,164,174</td>
<td>973,785</td>
<td>$190,389</td>
</tr>
<tr>
<td>VIII X. CATER PRODUCTS INC.</td>
<td>Campbells Soup</td>
<td>1,164,174</td>
<td>973,785</td>
<td>$190,389</td>
</tr>
<tr>
<td>VIII Y. CHICHESTER ASSN.</td>
<td>Charity Work</td>
<td>1,164,174</td>
<td>973,785</td>
<td>$190,389</td>
</tr>
<tr>
<td>VIII Z. CHICHESTER MANUFACTURING CO.</td>
<td>All Products</td>
<td>1,164,174</td>
<td>973,785</td>
<td>$190,389</td>
</tr>
<tr>
<td>IX. CONTINUOUS TV BROADCASTING</td>
<td>All Products</td>
<td>21,924</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IX A. CONSTRUCTION MATERIALS</td>
<td>All Products</td>
<td>11,940</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IX B. CONTI PRODUCTS</td>
<td>Continental Pride</td>
<td>67,070</td>
<td>24,710</td>
<td>$42,360</td>
</tr>
<tr>
<td>IX C. CONTINENTAL BAKING CO.</td>
<td>Wonder Bread &amp; Hostess Cakes</td>
<td>789,309</td>
<td>756,889</td>
<td>$32,420</td>
</tr>
<tr>
<td>IX D. CREAM OF MUSHROOMS</td>
<td>Cream of Mushroom</td>
<td>360,265</td>
<td>546,875</td>
<td>$-186,610</td>
</tr>
<tr>
<td>IX E. CROWN PACKING CO.</td>
<td>Old Dutch Cheese</td>
<td>490,257</td>
<td>426,881</td>
<td>$63,376</td>
</tr>
<tr>
<td>IX F. CUES CANDY CO.</td>
<td>Candy</td>
<td>15,831</td>
<td>272,855</td>
<td>$-257,024</td>
</tr>
<tr>
<td>IX G. DAWN BIBLE STUDENTS ASSN.</td>
<td></td>
<td>48,737</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 88)
CIGAR SMOKING

WOR Cites Radio Influence

RADIO is effective in influencing men to smoke cigars, and especially certain brands, according to a report issued by researchers at WOR New York, covering two programs aired Monday through Saturday. The research department found the percentage of cigar-smokers among listeners almost double that of non-listeners.

In one case, the station found that 47% of men listeners were cigar smokers with 24% among men who had not heard the programs. Additionally, listeners to WOR's 6:30 p.m. newscasts showed a 3% to 1 preference over non-listeners for Consolidated Cigar Corp.'s Dutch Masters; listeners to Stan Lomax's 6:45 p.m. sports program indicated a 4% to 1 preference over non-listeners for Rialto and La Primadora cigars.

Both studies, designed to measure sales impact of WOR programs, compared matched samples of listeners and non-listeners for purchases. Surveys—sixth and seventh of a series—were conducted by The Pulse In. in 10 metropolitan counties.

URGES TAX REPEAL

C of C Hits Wartime Levies

REPEAL of all wartime excise taxes was urged last week by the U. S. Chamber of Commerce because "business again is faced with a buyers market." The plea was placed before the House Ways and Means Committee.

A Chamber spokesman cited a Commerce Dept. survey which lists 17 items as "highly sensitive to demand factors" and subject to federal excise taxes. Among the items are radios, phonographs and records. The survey indicated that lowered excises on these articles would mean an increase in sales volume of from one to three times the amount of tax reduction. The Chamber asked for tax elimination on long distance telephone and telegraph (and wire service) and the 15% levy on local telephones.

YANKEE NETWORK

Opens New Boston Sales Office

SALES office, the function of which will be to sell broadcast time for Yankee Network-owned stations outside of Boston, has been opened in Boston, the network announced last week. Stations to be served by the office are WEAN Providence, WON's Hartford and WICC Bridgeport.

Joseph Lopez, manager of WEAN, will be in charge of the new sales office. During his absence from Providence, Mowry Lowe, member of the WEAN sales department, will act as manager of the station and be responsible for all phases of its operation, the network stated.

Mr. Lopez' office will be at 21 Brookline avenue, Boston, in the Yankee Network Bldg.

IRE SESSION SET

Boston Meet Is April 15

WITH its theme "Progress Through Research," the 1950 New England Radio Engineering meeting will be held at the Somerset Hotel, Boston, on Saturday, April 15. Sponsored by the North Atlantic Region of the Institute of Radio Engineers for the past three years, this year's one-day session will include a morning and afternoon technical program.

Also scheduled are a visit to the television facilities of WBZ-TV Boston and inspection of the toll dialing equipment of the New England Tel. & Tel. Co. In addition, mutual problems of IRE's North Atlantic Region, comprised of the Boston and Connecticut Valley sections, will be discussed under leadership of Herbert J. Reich, IRE regional director. Other speakers will include Lawrence B. Grew, engineer for the Southern New England Tel. Co., and Herman H. Scott, president of H. H. Scott Inc. and Boston section chairman.

SENATE HEARINGS

FCC 1950 Funds on Agenda

A SENATE Appropriations subcommittee is expected to begin hearings today (Monday) on fiscal 1951 funds for FCC and other independent offices, with testimony from the Commission slated to be taken this week or next. All hearings are due to be completed by March 15.

A House Appropriations subcommittee already has concluded similar sessions on 1950-51 funds. FCC Chairman Wayne Coy, other Commissioners and FCC staff members were heard on President Truman's budget request for roughly a 2½% increase in FCC appropriations [BROADCASTING, Feb. 6].

WIBC Indianapolis has become Indiana's first all-night station. Station runs around the clock five days a week Monday through Friday.
**UN NETWORK PROGRAMS**

1950 Schedule Includes 6 Documentaries On MBS

UNITED NATIONS network program schedule for the remainder of 1950, including a series of six one-hour documentaries to begin over the coast-to-coast MBS March 26, was announced by UN information officials in New York last Wednesday.

The Mutual series, _The Pursuit of Peace..._ will be under the supervision of Norman Corwin. UN's special projects radio director, and will emanate from New York, Hollywood, Canada and India. A one-time program, _Eleven Memory Stars_, was aired this past Friday. The six-week stint will comprise such topics as UNESCO, human rights and the technical assistance program.

A similar schedule of documentaries currently is being broadcast once a month over NBC, in addition to the CBS-TV Ford Motor Co. daily UN sessions feature, CBS Memo From Lake Success, and the weekly _UN Story_, heard over 400 stations coast-to-coast. First two programs also are heard over Canada's dominion network.

Another Series Planned

Simultaneously, it was revealed that another series, to be aired by ABC, is in stage of preparation for use sometime next spring. Additionally, discussion is underway with major television networks for program to start this fall.

The MBS package, which also was announced by William H. Fine, publisher Jr., Mutual vice president in charge of programs, will call on an all-star Hollywood cast for the opening program. Noted writers will contribute their services throughout the series.

UN does not plan to set up its own TV station in the future, according to UN information officials, though it could well do so within the framework of charter provisions of the International Telecommunications Union, Geneva, of which UN is a member—and probably with little more than nodding acquiescence to a requested channel by FCC.

During the Wednesday luncheon session, held at the Waldorf Astoria Hotel for UN radio press representatives, UN was criticized for lack of liaison with press channels and failure to acquaint editors with UN objectives. Benjamin Cohen, assistant secretary general, UN Dept. of Information, readily conceded the present relationship was inadequate but said that UN radio operation had been “experimental” until this year.

**SOUTHERN BELL**

Ga. Group Urges Radio Use

SOUTHERN Bell Telephone Co. has been urged to use radio advertising as well as newspapers, with Ed Mullinax, WLAG-La Grange, making the contention on behalf of the Georgia Assn. of Broadcasters. Mr. Mullinax, president of the Georgia association, met with Lane Hubbard, general manager of Southern Bell Telephone Co.

Mr. Mullinax explained to southeastern broadcasters that Southern Bell has been buying newspaper space but submitting free-time material to stations [BROADCASTING, Feb. 20].

Mr. Hubbard told Mr. Mullinax Southern Bell recently started buying time when emergencies develop. He added that “Southern Bell feels that newspapers can do a better job on the type of advertising we do.” Mr. Mullinax contended Georgia stations can do an effective institutional as well as emergency job for Southern Bell.

If the company started radio it would have requests for schedules from stations in all its states, Mr. Hubbard said. Mr. Mullinax replied that this, too, is proper since radio “does a good job everywhere.” Mr. Hubbard wrote Mr. Mullinax after the interview that the company will consider use of radio.

The Georgia association is exploring ways of selling radio to utilities and manufacturers in the area.

**HIGHLIGHTS of weekly Washington Touchdown Club meeting aired Monday, 6 p.m., by WWDC Washington.**

---

**UNIVERSITY OF VERMONT**

**WGY is the BIG audience coverage station of the Great Northeast**

16 to 1 in YOUR favor, for with WGY an advertiser can actually cover sixteen metropolitan markets with ONE station!

and only WGY can deliver audiences in so many individual markets!

WHERE?...

**IN NEW YORK**

Albany Hudson Rome
Amsterdam Johnstown Saratoga Springs
Glens Falls Norwich Schenectady
Gloverville Oneonta Troy

**IN MASSACHUSETTS**

North Adams Pittsfield

**IN VERMONT** Rutland - And all the territory in between

HOW?....

**COVERAGE**—50,000 power full watts serving 16 cities with a metropolitan population of 1 million, 247 thousand. This 16 city area alone can claim retail sales of 1 billion, 162 million, 225 thousand dollars. A Hooper Survey just completed proves that WGY reaches 55% more evening radio listeners in the 16 markets than the next best station.

WHY?....

**WGY is the only clear channel station serving the area...**50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the ONLY NBC station in the area. Other network audiences are divided among: 3 stations for CBS, 5 stations for ABC, 6 stations for MBS.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHEN?....

**RIGHT NOW** if your product is distributed in upstate New York and Western New England. Your message on WGY will assure you of domination of the listening audience in the area, because WGY provides:

More Markets than any other upstate New York station.
Larger Audiences than any other station in the area.
Wider Coverage than any other station in the area.
Lower Cost than any combination of stations in the area to reach the 16 markets.

For the complete story on WGY, its programs and availabilities, call your nearest NBC Spot Salesman.
GOOD ADVERTISING Will Boost Economy—Cone

LACK of experienced sales management, "wise in the ways of advertising," may well be the softest spot in America's economy, Fairfax M. Cone, board chairman of Foote, Cone & Belding, asserted Tuesday at a luncheon meeting of the Chicago Junior Assn. of Commerce and Industry.

Answering his own question—"Is advertising keeping pace?"—Mr. Cone concluded that "either advertising has been tried and found wanting or it isn't being properly and sufficiently used. I think the latter is the case."

Stressing that the miracle of America is one of mass distribution and not of mass production—and that advertising is the backbone and strength of distribution—Mr. Cone explained why it is important to know if advertising is keeping pace.

Competitive Factors

He traced the history of the past eight years, "a unique period when experience died and many came of age without being told the competitive facts of life. We are just beginning to learn that you can't sell a $2.50 white shirt for $8.50 in 1949 and for $4.50 in 1950, because someone will always come along to make a better shirt and sell it for $2.95. This is the history of success, and history will repeat itself."

Although advertising was a luxury for eight years, circumstances are different now, he asserted.

SESAC EXPANDS

NAB Meet To See Unveiling

STAGE will be set at NAB's Chicago convention next month for the first industry unveiling of SESAC Inc.'s expanded transcription library service for 1950, the New York firm disclosed last week.

Announcement at the convention will herald the firm's doubling of transcriptions available to stations, SESAC said. A number of features have been added, K. A. Jadassohn, general manager, pointed out. SESAC now will offer as many as 1,500 recorded musical numbers in comparison to 1,000 offered last year.

In addition, the service will make available a "script service" of salable programs. These will feature folk music, military band music and concert series. This package will be made up of three blocks of 18 shows for a total of 39 programs. Stations can sell these programs in 13 segments and can make use of program notes provided. Another innovation is a catalog of themes, moods and themes to meet particular demands of TV stations and also applicable to AM-FM stations. These can be used as background music for dramatic and film shows. SESAC's basic rate will remain unchanged, Mr. Jadassohn said.

Alabama Club Elects

PRESS & Radio Club Inc., Montgomery, Ala., has announced election of the following persons connected with radio in Montgomery, as officers for 1950: Treasurer, Ed Brown, WJJJ; board of directors, John Allen Wolf of WSFA, Dave Manners, WAPX, and Billy Smith, WSFA; membership and house rules committee, Lou Benton of WMGY, chairman.
the difference is MUTUAL!
Radio's versatile voice, on any network, is bravo'd from family circle to parterre box (and office box) as man's best means of reaching folks and selling goods. And Mutual is the network which raises this voice in more markets than any other.

Like the others, we sing it out fortissimo in all the larger centers, wherever the score calls for lung-top volume. But sellouts at the Met are not enough: how do you do on the road?

Your sales overtures today can succeed or fail on performance in the rest of the nation. And here a significant Mutual "difference" can mean a vital plus for you in your present sales arrangements.

Mutual offers a selection of over 300 markets, coast to coast, where no other network has a station; 300 extraordinarily response-able markets (56% above the U.S. average in sales per capita) where your voice dominates and audience ratings soar 2 to 6 times above their big-city levels.

In these markets Mutual literally steals the scene for you, enabling you to win customers and dealerships where other networks are remote.

Finally, to the steady obbligato of the greatest homes-per-dollar values in network radio, you can sing it solo in more markets on Mutual than on all other networks combined. The stage is yours.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

- Lowest Costs, Hookup by Hookup, of All Networks.
- Largest Audiences per Dollar in All Network Radio.
- Maximum Flexibility for Custom-Tailored Hookups.
- "Where-to-Buy-It" Cut-Ins Available at No Extra Cost.
WONDERs NEVER cease at the FCC. A majority, speaking as nearly always through its omnipotent Law Bureau, now essays to write the very legislation to govern its affairs. You have one guess where the applicant or licensee would stand.

Despite usual secrecy shrouds, we report in this issue the substance of a letter sent by the FCC to Chairman Sadowski of the House Radio subcommittee. It is an astounding document. It has as its purpose demolition of the McFarland Bill (S-1978) passed by the Senate last session to invoke desperately needed reforms the FCC could make of the Administrative Procedure Act, intended to give litigants a fair break.

Indeed, there are passages which the Senate, having unanimously approved the McFarland Bill, could regard as impudent and arrogant. It is a frontal assault, designed to retain for the FCC's lawyers the power to influence Commission policies.

There was a lone dissent. Comr. Robert F. Jones, who for a decade served in Congress, lays bare the purposes of the ambitious FCC legal minions. He wants Commissioners to act like judges in quasi-judicial proceedings—a private party and another entirely different story than was told the Senate on the identical legislation. FCC members previously had advised the Senate committee that they favored McFarland's Bill in most particulars. But the FCC, according to his statements, will face a neat trick. What has transpired since to induce the majority to renounce its previous benefaction? Our guess is that the Cottones and the Plotkins and the Solomons can chalk up another "mission accomplished."

For example, the majority insists it must have staff advice at almost all times (which the McFarland Bill would limit). If that is so, then the FCC's problem is not to find the decisions of seven men but of 10 or 12 or 20. We string along with Comr. Jones' view that if that is the case, then the Senate "is not confirming enough enough men of the Commission.

The FCC would delete the McFarland Bill provision which says that when a court hands down a decision reversing the Commission then it shall be the duty of the Commission to follow the court's mandate and, unless otherwise ordered, to do so upon the basis of the original record. That's about as opaque as a freshly polished blackboard.

The lawyers do not want disturbed the unbroken record of court decisions wherein, by reopening hearings, they have trumped up enough evidence to justify the original action. But that means the Senate, with Sen. Ernest W. McFarland (D-Ariz.), there are those in Congress who will see in the measure, which we will call the "Plotkin Bill" for short, an effort not only to justify past FCC actions but to lay the ground-work for actions the lawyers are about to take through a Charlie McCarthy FCC.

Framers of the Administrative Procedure Act went about as blindly as the FCC lawyers seek to foist that hard-won win. Nor will Sen. McFarland take it lying down. He has the confidence and respect of Congress and the White House.

This is not to say the FCC lawyers may have overreached. They may have played footy-footy with the wrong side.

IT IS a matter of record that WMCA New York, a 5-kw independent, has in the past been a major advertiser, and that the station currently is realizing a 40 to 50% increase in quarterly gross billings over comparable periods anteceding February 1949.

It is more than coincidence that this enviable record has been achieved during the comparatively brief tenure of Norman Boggs as general manager of the station.

To Mr. Boggs, who once toured the Orient as a piano-player in a hastily organized college dance band, the results must seem "sweet music" indeed. In fact, WMCA's sales' tills began jingling just 60 days after Mr. Boggs assumed the managerial helm; furthermore, the station's revenue has continued to leap and bound.

Norman Boggs had been schooled in sales success, having freshly arrived in February 1949 from WLQL Minneapolis-St. Paul, a 5 kw outlet owned primarily by Ralph Atlas, general manager of WIND Chicago, who serves as consultant to WMCA. WLQL also prospered under Mr. Boggs' leadership.

The WMCA resurgence under "Red" Boggs is neither coincidental nor awe-inspiring in view of the creed which motivates this shady native-born Hoosier.

In a word it is basically, strict adherence to a "realistic rate structure"; a re-stringing on personnel, particularly with respect to sales; and the belief that radio should never be "sold short."

A staunch contention of Mr. Boggs is that radio need never slash rates indiscriminately nor offer free time as a come-on to prospective local advertisers. Rather hesitantly, he will point out that, in his opinion, local business in New York is "far under" what it should be for a market of its size, and that Chicago stations gross more revenue on that level.

"We are convinced that the lack of a realistic rate structure, as far as the market and competitive situation are concerned, is one reason for that comparison of local figures between Chicago and New York," Mr. Boggs says. "We must restore the confidence of the local advertiser in radio; he has been weaned for years on black-and-white and he still is not sold on radio. But the situation is improving."

He cited the case of a 27-year-old advertiser who has stuck pretty steadily with WMCA but who thought radio should make concessions (time contributions by the station, or short-term contracts) not usually demanded of printed media. The advertiser still is not
The WSAI “SHELF-LEVEL” Selling Plan FOLLOWS THROUGH

This is the story of SPRY, and how it was sold by the copyrighted WSAI "Shelf Level" SELLING plan. (59 other products have been sold the same way!) "Shelf Level" means exactly what it says... Radio advertising backed by merchandising... right down to the shelf... yes, right down to the customer in the store and supermarket. We know it works... and so do our satisfied sponsors. (And evidently others do, too, 'cause we just copped the Billboard Merchandising Award on a national level!)

CINCINNATI
WSAI
A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL A-B-C

March 6, 1950 • Page 37
KPHO STAFF
8 Resignations Announced

RESIGNATIONS effective Feb. 22 of Commercial Manager J. R. (Dick) Heath and the entire sales staff of KPHO Phoenix, including Frank Orth, Charles Stauffer, J. R. Heath Jr. and John Nelson, have been announced by the station.

Gil Lee, formerly with KOOL Phoenix and more recently with Montana-ALius Agency of Phoenix, has been appointed commercial manager. Agnes McGillivra, formerly owner of KWRZ Flagstaff, Ariz., joins KPHO as saleswoman. Names of other salesmen have not been announced.

Three other resignations also were announced. Leonard Burkland, announcer, resigned Feb. 15 to join KYM Yuma, Ariz., as announcer. He is succeeded by John Harrington, formerly with KSTP St. Paul-Minneapolis and KYCA Prescott, Ariz. Robert Vache, production director-announcer, left March 1 to become program director-assistant manager at KCLF Clinton, Ariz. Ann Lookshider, secretary to Rex Scheppe, KPHO president, resigned Feb. 15. Her future plans have not been announced.

ENSIGN FRANK J. ROEHRENBECK Jr., son of general manager of WMGM New York, last week won his wings as a Naval flyer.

NEIL HESTER, former front page editor of Raleigh (N. C.) News & Observer, appointed manager of WNAO Raleigh, News & Observer station. He has been with News & Observer for 30 years. He succeeds DUDLEY TICHNOR, now commercial manager at WKBW Buffalo, N. Y. GEORGE T. CASE, WNAO program director, has been acting manager since Mr. Tichenor's resignation.

ROLAND LOOPER, commercial manager of WL&L Mattoon, Ill., since September 1946, resigns to become general manager of WBOY Clinton, I11. He assumed his new duties March 1.


WALTER E. BENNET, vice president, Westinghouse Radio Stations Inc., and Mrs. Benoit are in Havana where Mr. Benoit is conferring with U. S. and Cuba NARBA representatives.

HUGH B. TERRY, KLZ Denver vice president and general manager, named one of four Denver business leaders to head committee to explore possibilities of Denver Safety Council.

JAMES Y. MELICK, for past two years executive assistant to J. Kelly Smith, CBS vice president in charge of station administration, named executive assistant to management for CBS Hollywood. He will work directly with CBS West Coast administration set up headed by Howard Meighan, CBS vice president and chief executive officer on West Coast. In addition he will be in charge of fiscal affairs in Hollywood. He has been with CBS for past 18 years.

JAMES M. LEGATE, general manager of WIOD Miami, recipient of distinguished service citation from National Conference of Christians and Jews. He was cited for his "steady support of community activities that benefit all groups, for his vigorous efforts toward international understanding and for long and loyal cooperation with the Miami Round Table of the Air."

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, named chairman of public relations committee of 1960 Cancer Crusade, to be conducted in April by Philadelphia Division of the American Cancer Society.

WILLIAM R. TEDRICK, general manager KEMN Nevada, Mo., announces opening of station's new studio and offices in Fort Scott, Kan. ROBERT MOREY, KEMN sportscaster will be in charge of Fort Scott operations.

WALTER HAASE, station manager of WDRC Hartford, is author of article, "Talking on Tape," in magazine section of Hartford Courant, Feb. 26.

WALTER M. WINDSOR, general manager WGBA-AM-FM Columbus, Ga., is the father of a boy, Anthony Beck.

F. W. Geisler
F. W. GEISLER, 65, account executive at Ruthrauff & Ryan, Chicago, for 15 years until his retirement three years ago, died Feb. 21 in Chicago. Funeral was conducted Feb. 23. He entered advertising in 1911 and worked for N. W. Ayer & Son, Charles H. Fuller Co., Thomas F. Logan and Lord & Thomas.

F. W. Geisler

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHETHER YOU'RE TESTING THE ACCEPTANCE OF A NEW PRODUCT OR
INTERESTED IN INCREASING THE SALES OF AN ESTABLISHED ONE

55,000

SIOUX FALLS RESIDENTS
ARE READY, ABLE AND AVAILABLE
IN THE KELO PACKAGE

Plus
THE WEALTH AND BUSINESS STABILITY OF THE NATION'S TOP FARM MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Page 38 • March 6, 1950
U. S.-Cuba Pact
(Continued from page 28)

The Dodgers
port in on the midwest network.

west to
cluding Sundays, to the full
network.

rogram results in addi-
tional assignments to other signa-
tory nations via any breakdown of
U. S. clear channels or realignment of regional facilities.

Whether this might mean re-
negotiation of the U. S.-Cuban settle-
ment in event of a pre-NARBA
decision in the clear-channel case
was not known. The Commission
has indicated, however, that it is
deliberately delaying its clear-
channel decision until NARBA is
an accomplished fact.

Increases in the limitations on at
least seven other U. S. regions
were said to be under discussion,
but it was pointed out none of these
increases would amount to more
than about 0.6 million watts as com-
pared to the last NARBA agree-
ment. These seven reportedly were:

WBDO Orlando (380 kc); WSUN
St. Petersburg (620 kc); WJAX
Jacksonville (1390 kc); WDSU
New Orleans (1280 kc); WCSC
Charles-
ton, S. C. (1390 kc); WALA
Mobile
(1410 kc); and WCOA Pensac-

N.Y. BASEBALL

PLANS were being blueprinted on a
number of fronts last week to
further expand regional radio coverage of New York area's three major
league baseball teams to a host of stations in various parts of the
country, as the fancy of sports fans began to turn glibly to thoughts of
baseball.

It was learned that negotiations
are nearly set for a proposed New
York Giants baseball network to
include stations in New York,
Pennsylvania, and through New
England, and which would serve to
augment the 35-station midwest
baseball network.

Arrangements covering identity
and number of stations comprising
that hookup had not been com-
pleted, but it was revealed that the
Giants and midwest network would
have a maximum of from 80 to 90
outlets, to be linked for broadcasts of
Giants or Chicago Cubs contests.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) reportedly
is in set to add the Giants network to
its schedule of major league broad-
casts. Cunningham & Walsh is the
agency.

The new Giants network, while
sponsored by Chesterfield, would,
however, provide for local partici-
pating spots on stations through-
out the network structure on a
kind of co-op basis. As key to the
network WMCA would feed a full
schedule of all daytime games, in-
cluding Sundays, to stations in the
eastern zones, and additionally
those on the midwest network.

Reports of similar plans on other
fronts point up this activity. The
Dodgers last week were re-
ported to be interested in baseball

KLZ
DENVER'S No. 1
HOOPER STATION

...and getting better
all the time

Latest Hooper reports* show KLZ Audi-
ence increases in every time bracket—
the only Denver station to do so.

*Dec.-Jan., 1950 Hooper Share of Audience
reports compared to Nov.-Dec., 1949

MORE THAN EVER
...Your Best Buy in the
Rocky Mountain Market

ABC PROGRAMS
Two Below Cost Shows Offered

AMERICAN Broadcasting Co. is
offering two network programs be-
low production costs to advertising
agencies in an attempt to build net-
work time billings. BROADCASTING
learned last week.

The two programs, Blondie and
Date With Judy, were offered for
$2,000 production price for each,
for the first 13 weeks, $2,500 for
the next 13 and $4,500 for the
19-week cycle.

Both programs have been on
ABC since Oct. 30, 1949, but before
that they were CBS shows.

Network salesmen were under-
stood to be explaining the unusually
low production price on both pro-
grams to agency executives by say-
ing "we're losing money on the
show, but the sale of time would
allow us to break even."
National Hooper's Sold
(Continued from page 27)
possibly as early as September. Meanwhile, the telephone-based TV
teleports will be prepared by the
Hooper organization under an
operating contract with the Nielsen
company, which now owns and will
henceforth sell and service these
ratings.

Smooth Transition
"Arrangements have been made with
aloft care..." to insure
for all Hooper network customers
a smooth and satisfactory transition
to Nielsen network services," a
joint release stated. Amplifying
this statement on his Wednesday
news conference, Mr. Hooper
explained that in connection with
the preparation of the City Hooper
telecasts for more than 100 cities, Hooper interviewers will
continue to collect the information
on which the 36-city national net-
work programs reports were based.
During the first half of March
these data will be compiled as
usual, he said, so that any adver-
sisers or agency subscriber to the
Hooper network program service
can get his March report just as if
there had been no sale.

After March 15, Hooperings for
his own program and the
direct competition will be made avail-
able, on order through the Nielsen
organization, at "a reasonable charge" he said would be
lower than was formerly charged
for the complete pocket piece.
This arrangement can be ter-
minated at any time by either
Hooper or Nielsen, Mr. Hooper
said, adding that it probably will be
continued for those clients who
want seven-day reporting service
until such time as Nielsen intro-
duces a more speedy delivery of
the pocket piece, which now
are issued six weeks after the
measured period. But the overall
rating service will henceforth be
issued only by Nielsen from its
audimeter records, he said.

COWBOYS ALL were these broadcasters who visited Tucson with their
spouses following mid-February NAB board meeting at nearby Chandler
and were greeted by Tucson Sunshine Climate Club. L. to r: James D. Shouse,
Avco-Crosley executive, being 10-gallon-batted by Mrs. Shouse; Clair R.
McCollough, Steinman Stations president, getting similar treatment from
Mrs. Mc, and Glenn "Sunshine" Snyder, receiving orthodox protection from
Old Sol via Mrs. Snyder.

Nielsen
(Continued from page 27)
that this is a private matter," he said.

In Mr. Nielsen's opinion, the
"steady cancellations" of Hooper
network accounts were due to the
"big impetus" of television. Not-
ing that the Hooper network serv-
eries covered only the larger urban
areas with telephone homes, he ob-
erved: "This is only 20% of the
country. Television has hit radio
in urban telephone homes very hard.
Radio is going to pieces in the
areas formerly measured by the
Hooper network services. But it
is not going to pieces in 80% of
the nation's homes. It was an
utterly unrealistic measurement
when the Hooper company a few
months ago began ignoring TV
homes in its network radio surveys.
They have fooled a few people for
a few months, but their steady
cancellations have caught up with
them."

$7 Million Investment
Mr. Nielsen pointed to an
investment of $7 million in
the creation of NRI, "the largest
investment ever made in the busi-
ness of audience ratings." This
amount included research on not
only Audimeters but also on de-
coders which tabulate Audimeter
records onto cards. He traced the
history of the Nielsen Co.'s interest
in audience measurement dating
from 1936.

At the outset, three years were
given over to laboratory work and
subsequently four years in a pilot
operation in 200 homes. During the
war, "we took it on the chin" be-
cause of the shortage of research-
ers, but after V-J Day the company
recruited a large research staff of
electronic experts to develop the
Audimeter of today.

The first actual installations of
this exclusive Nielsen device were
in 1942 in 800 homes in the eastern
and central states covering an area
comprising 25% of the country.
In 1947 the service was expanded
cost to coast with 1,100 homes
spotted over 69% of the nation.

By 1948 1,500 homes had blanket
97%, or all but the mountain
states.

Mr. Nielsen calls his service "a
merely a rating facility but a..." of analytical and diagno-
data as well." He says it means
turnover of audience and min-
ute audience curves, the
company's inventory of "good's..." in Audimeter homes "a
service augmenting the audio
research.

Mr. Nielsen received a flood
wires Wednesday and Thurs-
ondomestic branch of broadcasting
test from advertisers and agencies as well.
message from Samuel C. Gale, vic-
 Situation with charge of advertis-
in Gruen's transcribed library ser-

Hope this will represent a major

forward step in evaluation of radi
and television. The consolidato
should minimize, if not eliminat
and confusion and provide great
efficiency in development of improve
ices of network radio and net
we are confident the A. C. Nielsen Co. can
ably start and well qualified to
meet the challenge of this expand-
ability.

Stanton Comments
From Frank Stanton, preside-
of CBS, came the "certainty that
this step will be welcomed by adver-
sisers, advertisers, agencies and the
broadcasting industry because it
will eliminate duplication and con-
fusion and should result in a reduc-
ination in cost to all concerned."

Mr. Stanton continued:
I am sure you know how solidly th
entire Columbia organization is
 supported and advocated the use... the Nielsen Radio Index over a period of
years. This was based upon an
independent analysis of the validi-
your technique. I have also watched
and followed your development with
special personal interest because o
the part I played in introducing th
automatic recording device 15 year ago... Advertisers, agencies and the
industry need badly the best possible
measurement service at the lowest
possible price because it is impor-
tant that unit costs of advertising
and distribution be reduced. I am
glad to give you my vote of confide-

Leonard T. Bush, vice preside
and secretary of Compton Adver-
tising Inc., said:
We believe that the Audimeter
method of measurement, when prop-
erly done, gives a truer picture of
the actual facts than any other
method yet devised, and that the
information collected represents
more useful tool to all segments of
the industry than was possible
through previous measuring services.
We hope that the industry will recog-
nize this as a great step forward
through "the elimination of the con-
fusion resulting from two different
yardsticks, and we further hope and
believe that the Nielsen organization
with the support of the industry
will be able to provide even better yar-
dsticks at a lower cost to its sub-

The program series of Dickeland jazz
has been announced by Theaudioria
RCA Victor's transcribed library serv-
vice. Series, called Old New Orleans,
features Jimmy Lytell and Delta Eight.
Hooper

(Continued from page 27)

The 19-January 1950 average showed on a share of the New York evening audience had grown to 44.7% from radio's share down to 55.3%. The afternoon use of television in New York grew from 9.6% of all broadcast reception to 22.5%—higher than TV's share of the evening audience a year before.

In Los Angeles, which he described as running about five months behind New York in television reception, Mr. Hooper reported the average evening TV audience was accounting for 36.4% of all sets in use from 10.5% to 11 months earlier. The Los Angeles weekday afternoon TV audience has meanwhile grown from 2.8% to 14.3% for the city's total broadcast audience, he said.

"No good statistician would attempt to average New York and Los Angeles radio audiences with those of Portland or Denver, where there is no TV and radio listening gets 100% of the broadcast audience," he said. "The attempt to assume the 36% network operatings has been, said that the conditions under which he measurement is taken remains relatively constant and that the difference in size of the index or rank order of the 'rating' is, therefore, a valid indication of change in popularity. That assumption is no longer valid."

Local Emphasis

With the single national index now "comparatively meaningless," he important thing for the national advertiser and his agency to watch is the analysis of individual markets and the variation between them, Mr. Hooper said. "Our new plan calls for interviewing in all cities to continue uninterrupted," he exclaimed in a letter to all subscribers to his program Hooperings.

"The real change is in packaging the information to shift the accent away from emphasis on information in one average index toward analytical reporting of differences between market conditions."

Details of the new national "packaging" process have not been announced, but they may be expected to follow to some extent the plan proposed to subscribers to Pacific Hooperings. This plan calls for local audience ratings on TV and radio reported 12 times a year (each report based on a two-month moving average) on Los Angeles, San Francisco-Oakland and the Northwest (Portland-Seattle-Spokane).

"The combined reporting of the three Northwest cities is valid currently because Portland and Spokane are without TV and in Seattle TV's audience is fractional," Mr. Hooper's letter explained.

The three reports will be issued in pocket piece form, with radio and TV audiences reported on three different bases: Random homes to furnish directly comparable ratings between radio and TV, "radio only" homes to compare radio with radio; TV homes to compare TV with TV. Chartbooks of radio-TV comparisons will be issued monthly for Los Angeles, San Francisco-Oakland and San Diego.

The new West Coast service will start with a February-March report, to be published April 20. It is being offered to Pacific Coast advertisers and agencies and networks at the same price as the former Pacific Hooperings.

Upcoming

March 19: West Virginia Broadcasters Assoc., Chancellor Hotel, Parkersburg, W. Va.
March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.

CBS SESSION

Coast Group Sees Good Business Year

BUSINESS optimism keynoted the CBS 9th District affiliates meeting held Feb. 27 at the Beverly Hills Hotel, Beverly Hills, Calif. Some 35 station owners and managers attended.

In sales, programming and promotion, 1950 will be a "high year" for West Coast radio, they agreed. Attitude of those present was decidedly aggressive and hopeful, said Clyde Coombs, general manager of KROY Sacramento and director of CBS 9th District Affiliates Advisory Board.

Frank Stanton, CBS president and key guest speaker, at the open session told attending affiliate broadcasters of "things to come" during 1950.

Attending the meeting were:

January Business

(Continued from page 24)

higher than the $32,285,105 gross CBS time sales for 1948, making CBS the only network whose total time sales exceeded those of the year before.

ABC ranked third in 1949 with gross time sales of $45,842,864, a difference of 14.4% from the ABC goal of $44,304,245 during 1948. MBS had gross time sales of $18,040,866 in 1949, down 20.6% from its time sale gross of $22,728,802 in 1948.

For the month of December, the combined network gross time sales totaled $16,408,884, a decrease of 8.6% from the December 1948 gross of $17,950,632. CBS had top gross ABC toward the month, topping second-place NBC by $143,926, with ABC third and MBS fourth. December

* * *

**TABLE IV**

<table>
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<tr>
<th>TOP NETWORK ADVISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949</th>
<th>AND FOR JAN.-DEC. 1949</th>
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**RICHARDS HEARING**

FCC Refuses Postponement

AN FCC examiner refused last week to grant a motion for a six-week postponement of the hearing scheduled to start in Los Angeles next Monday (March 13) on the news policies of G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit, and WGAN Cleveland.

In his ruling, however, Examiner J. Fred Johnson Jr., who is slated to preside, left the way open for a recess of the proceeding after the Commission has completed presentation of its case in the KMPC phase of the hearing.

The hearing came in a pre-hearing conference of FCC counsel and attorneys for Mr. Richards last Wednesday, after the Commission denied a Richards bid for a bill of particulars spelling out the charges against him [Broadcasting, Feb. 27].

Hugh Fulton, of New York and Washington, Mr. Richards' newly appointed trial counsel, protested FCC's refusal to divulge the documents it intends to rely upon, and claimed he needed at least six weeks to prepare for the hearing.

FIRST celebrity to salute WEAM Arlington, Va., as new MBS affiliate, was Kate Smith, who is a native of Arlington.

Murine on Don Lee

MURINE Co. Inc., Chicago (eye lotion), March 7 starts five-week sponsorship of Breakfast Gang on full Don Lee network (45 stations) Tuesdays through Saturdays (7:15-7:30 a.m. FST) for 15 weeks. Agency is BBDO, Chicago.
NAB Election  
(Continued from page 26)

the job to the secretary-treasurer, as an economy device.

New - Must will assume their duties at a special meeting to be held during the convention.

Main announced purpose of this meeting is to ratify the selection of an NAB president, general manager to serve under President Justin Miller, relieving him of administrative duties. A special board committee is to study candidates for the general manager's post.

Running against Mr. Pay in District 2 was Gunnar Wilig, WHEC Rochester. In District 4 Mr. Essex won over R. J. Gluck, WSOC Charlotte, N. C., and Ray M. Ford, WDBJ Roanoke, Va. Mr. Bitner was the only candidate running against Mr. Higgins in District 8. J. P. Wilkins, KFBB Great Falls, Mont., ran against Mr. Grove in District 14.

In the large station category, Messrs. Shouse and Ryan won over Paul M. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; Victor A. Sholits, WHAS Louisville, and Lloyd E. Yoder, KOA Denver.

Medium Group Nominees

Nominees in the medium station group running against Messrs. Willard and Esau were Mr. Brown; H. Quinton Cox, KGW Portland, Ore.; Rex Howell, KFXJ Grand Junction, Col.; Leonard Kaper, WCAE Pittsburg, Pa.; James E. Moore, WLS Roanoke, Va.; J. Arch Morton, KJR Seattle; Robert Tincher, WNAX Yankton, S. D.; O. F. Uridge, WQAM Miami; and F. Van Kuykenburg, WTCN Minneapolis.

In the small station group candidates who ran against Messrs. McDonald and Cobak were Burton Bishop, KTEM Temple, Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; M. L. Greenebaum, WSAM Saginaw, Mich.; Hugh M. Higgins, WMOW Marietta, Ohio; Harry McGuffie, WINN Louisville; Marshall Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOY Dixon, Ill.; Frank Logan, KNBD Bend, Ore.; R. T. Mason, WMRN Marion, Ohio.


Messrs. Swezey and Thomas were unopposed for the two TV directorates, with Mr. Swezey elected to a two-year term and Mr. Thomas to a one-year term.

Votes received by winning candidates for directorships, with percentage of members voting in each group and number of ballots returned, follow:

District 2—William A. Fay, WHAM Rochester, received 81 votes of 85 cast and 113 ballots mailed; 75.8% of members voted.

District 4—Harold Essex, WSJS Winston-Salem, N. C., received 89 votes of 166 cast and 205 ballots mailed; 60.8% of members voted.

District 6—Harold Wheelahan, WSMB New Orleans, unopposed, received 79 votes of 130 ballots cast; 60.8% of members voted.

District 9—George J. Higgins, WISH Indianapolis, received 27 votes of 48 cast and 74 ballots mailed; 64.8% of members voted.

District 10—William B. Quarton, WMT Cedar Rapids, Iowa, unopposed, received 68 votes of 104 ballots mailed; 65.4% of members voted.

District 12—Jack Todd, KAKE Wichita, Kan., unopposed, received 40 votes of 57 ballots mailed; 70.2% of members voted.

District 14—William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 81.4% of members voted.

District 16—Calvin J. Smith, KFAC Los Angeles, unopposed and re-elected, received 39 votes of 53 ballots mailed; 75.6% of members voted.

Large Stations—James D. Shouse, WLW Cincinnati, re-elected, received 25 votes, two-year term; William B. Ryan, KFI Los Angeles, received 22 votes, one-year term; Lawrence, mailed, 60 returned, 77% of members voted.

Medium Stations—A. D. Willard Jr., WGAC Augusta, Ga., received 129 votes, two-year term; John Esau, KTUL Tulsa, Okla., received 88 votes, one-year term; 550 ballots mailed, 373 returned, 66.8% of members voted.

Small Stations—Patt McDonald, WHHM Memphis, received 160 votes, two-year term; Edgar Kobak, WTWA Thomison, Ga., received 85 votes, one-year term; 504 ballots mailed, 372 returned, 73.8% of members voted.

FM Stations—Frank D. Fletcher, WELM-FM Arlington, Va., re-elected, received 93 votes, two-year term; for one-year term with 99 votes each; Craig Lawrence, WOC-FM Boston, and Ben Stace, WWD-C-FM Washington, 602 ballots mailed, 424 returned, 69.4% of members voted.

TV Stations—Robert D. Swezey, WSDU-TV New Orleans, re-elected, received 82 votes, two-year term; Eugene S. Thomas, WOIC (TV) Washington, re-elected, received 26 votes, one-year term; 38 ballots mailed, 22 returned, 62.4% of members voted.

TED MACMURRAY

Is Pacific’s Sales Head

TED MACMURRAY, formerly manager of Radio Features Inc., has been named sales manager for the new-organized Pacific Regional Network by Cliff Gill, general manager, KFIV (FM) Hollywood and head of the new network [BROADCASTING, Feb. 27]. Coincident with the appointment, Mr. Gill announced that five additional stations had requested affiliation with the network, bringing the total to 16.

No date is yet available as to when the network will start operations. The chain will be fed by KFIV, 58 kW FM station.

“Peaches,”

said the Musical Clock...

- In 1948 three carloads of Colorado peaches consigned to ME TOO Supermarkets were delayed on route to Cedar Rapids; the fruit arrived ripe. It had to be sold in one day.

- It was — by noon.

- Announcements on a single WMT program — the Morning Musical Clock — did it.

- The story of ME TOO, a regular WMT advertiser since the first store opened in 1937, is told in Lightning That Talks, the All-Radio documentary film which depicts radio’s impact on the U.S.A. The peach specials sold from 1,000 to 5,000 units.

- Last May 8,400 sales resulted from a three-for-a-dime soap offer; last November Jello-O at 5c brought 5,700 sales. No attempt is ever made to trade on the established worth of ME TOO specials by trying to slip over a mediocre buy.

- Each special is an outstanding value. The ME TOO marketing philosophy is simple: buying and selling food at the right prices — plus smart radio.

In Eastern Iowa smart radio means WMT. Ask the Katz man for full details.
FCC Model Bill
(Continued from page 25)
shall advise or consult with the Commission with respect to decisions by it after formal hearing in any adjudication within the meaning of ... the Administrative Procedure Act.

They felt the Commission should be permitted to consult such staff members on questions relating to "whether applications, complaints, petitions or other matters should be designated for hearing, the issues to be considered at such a hearing, requests for changes in hearing issues, consideration for reconsideration and grant without hearing, and similar matters not involving decisions on the merits of the hearing record."

The majority contended that the position taken by Comr. Jones advocated a ban on "behind-the-door staff assistance" is tantamount to a charge that Commissioners "are incapable of carrying out their oaths of office and of fairly administering the duties assigned to them."

Such a charge, they said, "is a cantankerous charge by a member of the Commission and its staff which has no basis in fact."

Staff Advice Public

To this Comr. Jones replied that in contested cases he merely wanted the Commissioners to reserve for themselves the right to "make independent judgments," and that under his proposal the Commission could get all the staff advice it wants as long as it gets publicly, on the record, where it could be seen and subject to cross-examination or challenge by the applicants involved.

At present, he said, the Commission should be able to rely exclusively by what some term 'completed staff action,' and "there is a tendency to delegate more and more of the Commission's discretionary work to the staff so that the discretion exercised by the Commission is more of form than substance."

There was no claim by the majority or Comr. Jones that the principle of non-consultation should apply in rule-making or quasi-legislative proceedings.

But under the procedures advocated by Comr. Jones and provided in the McFarland Bill for adjudication cases, the majority held, the Commissioners would be "cut off from any substantial assistance by members of their staff, even where such assistance might have no functions whatsoever of a prosecutorial or investigative nature in respect to such proceedings."

Chairman Coy's letter said:

The majority of the Commission believe that the principle espoused in the McFarland Bill and in Commission amendments to separate views is that the expert knowledge of a large number of persons experienced in the various fields subject to Commission jurisdiction and skilled in the handling of the problems coming to the Commission's attention.

No one of seven Commissioners, with or without the aid of a professional assistant, can hope to achieve such breadth of experience and skill in all the aspects of radio and wire regulations subject to the Commission's jurisdiction.

Continuing off on what his expert staff by denying the Commission the right to consult with its staff which could only result in unformed judgments based on insufficient knowledge of the complex factors which should determine any of the decisions in this field.

No Reason Cited

The majority's "principal objection to completion of the Commission's action from its staff as proposed in the McFarland Bill," Chairman Coy's letter said, "is from the complete lack of any demonstration of need for any such action."

"Both in its rules and regulations and in the proposal submitted hereunder," the letter said, "the Commission has gone beyond the terms of the Administrative Procedure Act to extend to initial licensing cases the separation of the Commission's quasi-judicial activities from its other executive and investigatory activities."

"But when this separation of functions is achieved there would appear to be no reason whatsoever for taking further steps to cut off the Commission from the members of its staff who are not engaged in prosecutory or investigatory activity."

"The letter continued: It cannot be seriously contended that members of the staff having no function of advocacy in contested matters would be inclined to offer their recommendations or advice or that they would necessarily be predisposed to an unfavorable approach to the problems of public interest which concern the Commission. It must be assumed that the Commissioners are such people as it is believed might enue ... is that the commissioners cannot be trusted to make their own decisions on the matters concerning which they would receive advice and assistance . . . ."

In protesting against a proposal in which such an assertion is implicit we are refusing to concede that our judgment would be the product of our own thinking and conscience merely because we would receive the expert advice and assistance of individuals employed by the Commission."

In the light of the position taken by Comr. Jones in the statement and the majority's statement of reasons, we believe this point needs more emphasis. To the extent that those views suggest that staff members who have no connection with the investigative or prosecutory aspects of adjudicatory proceedings may be able to informally advise the Commission exercises its function of making decisions.

Special Staff Operating

On the McFarland Bill's proposal to create a special staff to aid in consideration of intermediate reports and preparation of final decisions, the majority noted that the Commission has set up a similar staff and that originally the Commission had approved the McFarland plan. Withdrawing this approval, the majority said:

"Experience with the Commission's present review section . . . convinces me that any such narrow limitations are unnecessary and would be a hardship for the staff, with which the Commission might consult would be unfortunate."

It would seem particularly unwise to deprive of the opportunity to consult with the general counsel, the chief engineer, or the chief accountant and their principal assistants who, under the plan contended for by Comr. Jones, would have the Commission's redraft thereof, as well as by plans of staff reorganization developed by the General Counsel, would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

Chairman Coy pointed out that some members of the staff might have other duties such as the participation in rule-making, international conferences and litigation, or the making of recommendations to the Commission on proposed legislation, would appear to be additional reasons why they should not be prevented from being available for consultation with the Commission."

In retaining the power to retain the knowledge, experience and expertise in exercising those duties which render them most useful to the Commission in making the decisions in contested cases.

Opposing the majority's stand, Comr. Jones asserted that the "opposition urged by the McFarland Bill would be to require the Commissioners to act like judges."

He said it "does not deprive [them] of the assistance of the staff but leaves to the Commissioners the quasi-judicial functions personally."

He contended the selection of witnesses is a function that deserves "more judicial treatment than even civil cases that are tried before a judge."

He saw "no reason why administrative tribunals when they are sitting in quasi-judicial proceedings cannot act with the same dignity and make up their own minds in the same way as do judges in their courts of law."

Courts Decide Problems

The Circuit Courts of Appeal and the Supreme Court, he pointed out, "frequently decide complicated and technical questions involving all the administrative agencies without the aid of ex parte advice from the experts. The theory that is followed is that the litigants will, in their briefs and arguments, supply the courts with the technical information which is needed . . . ."

He emphasized that he was not referring to rule-making and other quasi-legislative proceedings, where it is more flexible procedure, including extensive ex parte consultation with experts, is often desirable.

Referring to the McFarland Bill's provision with respect to Commissi-

LEOPARD HUNT

KTOK Records Air Chase

OKLAHOMA CITY's wild chase for the leopard which escaped his zoo cage last week found local stations on the job telling the dramatic story to listeners. As a feature of its animal-hunt coverage, KTOK wired the chase from an Air Force helicopter.

As the Air Force would not permit a civilian to ride in a service plane, the air of Maj. Louis W. Wright, public relations officer at Tinker Air Force Base, was obtained. The major sat in the plane while the pilot rode his helicopter on his lap because of space limitations.

Dow Mooney, of KTOK's news staff, took notes from Major Wright upon the plane's landing to fill out the station's reported leopard-hunt "coop" via birdseye coverage. The leopard was returned to his cage Wednesday morning after devouring an 8 lb. piece of bait meat dosed heavily with dope.
The only limitation is that the staff gets its kicks in open court rather than behind the backs of the opposing counsel. If the chambers of the Commission while the decision is being rendered...

Where I separate from the majority is in my feeling that the staff, whether it be the functional staff or the non-functional staff, should present recommendations on open court so that the adversary parties, whose economic stake in the proceedings is of the highest order, may have an opportunity to answer contentions made by any part of the staff. There is no reason why all expert advice cannot be given in open court.

I do not believe that behind-the-door consultation with the staff is necessary in order for the Commission to receive substantial assistance. I believe that administrative agencies in adjudicatory proceedings can operate in accordance with the normal standards of Anglo-American jurisprudence which require open and public proceedings based on open and public records. I cannot believe that administrative agencies must violate these standards to obtain the advantages of adjudicatory proceedings in order to perform their duties.

Comr. Jones pointed out that FCC's open consultation principle is effective where its hearing examiners are concerned.

"I can see no reason," he said, "why the examiners who have to make the factual findings are not same procedure as the staff. There is no reason the staff assistance while the Commissioners should, under exactly the same procedure, be unable to carry out their duties."

His statement added: "There is another aspect of staff participation in the decisional process which should not be overlooked. The Commission operates almost exclusively by what some term "completed staff action." The staff, before it comes to the Commission for instruction, performs all the functions of the Commissioners themselves.

It weighs the evidence, decides what is important and not so important, the relative importance of the issues or the substance of the issues. This all culminates in recommendations which the Commissioners may accept or reject.

To state the problem in another way, in view of the heavy workload of the Commission there is a tendency to delegate many of the matters to the Commission's discretionary work to the staff... This situation must be viewed in the light of the fact that the area of the Commission's discretion is limited almost exclusively by a number of precedents—many of which, incidentally, are diametrically opposite results on seemingly parallel facts.

In operating with staff comments and recommendations, the Commission is subjected to precedents that the staff is emphasizing at the moment. Wherever the Commission is required to reach precedents cited at a time when other counsel in a case would have an opportunity to make an appearance, to present arguments and, where there is an appeal, to make a final presentation, the precedents must be the real precedents. In my opinion, such precedents must be real precedents or not.

Commission decisions are supposed to be the personal decisions of the Commissioners. In many cases, the arguments publicly made and pleadings or motions publicly filed. Otherwise the U.S. Senate is not convinced through employees of the Commission.

Comr. Jones said he did not consider it satisfactory to say that the Administrative Procedure Act does not require a complete exclusion of quasi-legislative procedures in contested cases.

"The Administrative Procedure Act, as I understand it," he said, "draws the low-water mark of standards of fairness and decency applicable to all agencies, no matter what the type of proceeding being conducted.

This, of course, does not imply in my opinion, apply a proper procedure for adjudicatory proceedings such as come before the FCC.

Two Statements

Comr. Jones' views were presented in two statements—one prepared for the Commission's consideration when studying the subject in his absence; the other written down after studying his colleagues' stand.

Only one other Commissioner took exception to a majority recommendation—Comr. Henning dissented from the proposal to enact a firm requirement that FCC reorganize its staff along functional lines. Experience with a functional organization, she felt, might well be a step in the conclusion that the current or some other type of organization is better.

Comr. Sterling was reported as having joined the majority on two major points: first, the recommendation, the report showed, he concurred in majority proposals to (1) retain the present law's provision giving FCC discretion to divide itself into panels, and (2) drop the McFarland Bill's plan of requiring FCC to renew a license upon a finding that public interest would be served (rather than the existing requirement that renewals be based on the same considerations that apply to original grants).

On the latter point, the majority also reversed its earlier position. Comr. Sterling had felt the McFarland plan "would provide an adequate safeguard against any claim of a property right to facilities. The majority thought it would provide an adequate safeguard against the fear that a newcomer, on the basis of the untested promises, might become the holder of an existing station which had a demonstrated record of service."

On its deletion of the McFarland Bill's requirement that FCC act on hearing cases within six months and non-hearing cases within three, the majority said:

"Enactment of fixed periods of time within which action is supposed to be taken by the Commission does not make such action possible during such periods, and any requirement that the Commission make reports to Congress every time a goal is not met with respect to any particular case would only result in further delay.

FCC also would delete a McFarland Bill provision requiring FCC, before setting an application down for hearing, to notify the applicant and give him a pre-hearing opportunity to answer whatever objections the Commission might have raised.

Nor was FCC satisfied with the McFarland Bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant.

The majority, while opposing FCC provision from the outset, claimed it "would cast grave doubts upon the right of the Commission to prevent traffic-cluttering broadcast licenses" or other violations.

The FCC bill also would leave intact the present law's provision, deleted by the McFarland Bill, permitting FCC to revoke a license of any persons found guilty of violating anti-trust laws in the radio field.

FCC's opposition to removal of this section of the existing law figured in a heated debate in Senate hearings on the McFarland Bill.

The question of providing additional administrative sanctions to the Commission—the power to suspend licenses, issue cease-and-desist orders, etc.—was not touched in the Commission's comments. The majority felt the subject was treated "in a more comprehensive manner" in the pending Sarbanes Bill, upon which the Commission had previously offered its views.

The majority said that "with certain exceptions" its bill's provisions to deal with the problem were similar to those in the McFarland measure. One exception is deletion of the McFarland Bill's requirement that, when the courts have set aside an FCC decision, FCC shall give effect to the court ruling without further hearings unless otherwise ordered by the court.

WHY TAKE SECONDARY COVERAGE of Virginia's First Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible. Only Greater Norfolk stations can cover it. And only WSP can cover it at lowest cost.

Availabilities and costs from Ro-Tel will prove it. WSP... ‘solving advertising problems’ in Virginia’s First Market.

B. Walter Huffington, General Manager
Ask Ro-Tel
NAB Meet Agenda
(Continued from page 5)

er, is handling detailed arrange-
ments with the Stevens Hotel.

The hotel, with 2,676-room capa-
city, has reserved 1,400 sleeping
rooms, 60 suites and 100 display
rooms as well as the basement of
Exposition Hall for NAB's use.

Reservation forms have been mailed
to member stations and associates,
with the hotel holding its block of
rooms until April 1. Mr. Arney
has asked members desiring space
at the Stevens to make early reser-
vations.

Broadcast Music Inc., headed by
President Carl Haverlin, is making
plans for a 10th anniversary cele-
bration. BMI will use increased space
in Exposition Hall and plans a special entertainment program
at the annual banquet.

Registration for the Manage-
ment Conference will be $30. En-
engineering Conference fee is $17.50,
with a $5 fee for the Sunday In-
dependent's Day meeting. No fees
will be charged for the FM and
Radio Family luncheon meetings
the morning of April 17.

Under present plans, Manage-
ment Conference meetings will be
held in the Sixth St. Theatre, con-
nected to the second floor ballroom
by a ramp. Engineering sessions
will be held in the north ballroom
on the third floor.

Basic themes of the Monday
management meetings will be the
responsibility of broadcasters in
world affairs, industry and adver-
sising. After the business session
Tuesday morning, the topics will
be responsibility in government,
world economics, agriculture and
dustry.

A new feature this year, author-
ized by the board at its February
meeting, will be appearance of some
of the Voice of America contest winners during the three
years the contest has been in oper-
ation.

The Wednesday morning tele-
vision program is being arranged
by G. Emerson Markham, director
of the NAB TV Division, working
with Robert D. Sweeney, WDSU-TV,
New Orleans, and S. Thomas, WOIC (TV) Washing-
ton, the two board members for

This program, it is understood,
will interest both TV and non-
tv station operators. Industry lead-
ers will take part and down-to-
earth discussions are planned. TV
receiving and transmitting equip-
ment will be demonstrated.

The annual equipment exhibit
will occupy over 25,000 feet in the
Stevens Hotel, passing the lobby.
The hotel is cutting a special
entrance through the service build-
ing so exhibitors can back up 34-foot trailers into the building,
avoiding costs of loading and
unloading in Chicago. This entrance is being provided at
NAB's request.

Exhibits Open April 12

In charge of exhibit arrange-
ments, as in past years, is Arthur
C. Arney, NAB director of spe-
cial services. Exhibits in the base-
ment are to open April 12. Conven-
tion registration takes place in
the basement.

Light equipment as well as
transcription and program services
will be displayed on the fifth floor,
which is called the "Magic Fifth Floor." Each station manager will be
being urged by NAB to bring pro-
gerators and sales managers.

Exhibits will run for seven days—April 12 through Tuesday, April 18—and exhibit
rooms can be occupied to 3 p.m.

Wednesday. Exhibitors will be
billed for nine days.

Exhibitors in the Exposition Hall
will be:

Andrew Corp., Broadcast Adver-
sing Bureau, Broadcast Music Inc.,
Collins Radio Co., Daevens Co.,
Blen D. DeMont Labs., Federal Tele-
communication Labs., Gates Radio Co.,
General Electric Co., General Preci-
sion Lab., and RCA.

Light equipment and other ex-
hibitors on the fifth floor will be:

American Laser Corp., American Elec-
tronic Corp., Ampex Electric Corp.,
Capitol Records Broadcast Division,
Columbia Records Transcription,
Eells & Asse., Federal Telephone & Radio
Corp., Harry S. Goodman Radio &
Television Products, Gray Re-
search, Development Co., Graybar
Electric Co., International News
Service, Keystone Broadcasting Sys-
tem, Liberty North Feature Programs,
London, Library Service, C. P. Mac-
Gregor Electro Transcriptions,
Maddox Records, Magnavox Co.,
Minton Mfg. & Engineering Labs.,
Charles Michelson Inc., Presto Recording
Corp., RCA, RCA Recorded Program
Services, Raytheon Mfg. Co., SESAC,
Standard Radio Transcription Ser-
vices, Westinghouse Electric Corp.,
World Wide Telemarking System, and

Programming of the Engineer-
ing Conference will be 60% tele-
vision. This formula is based on
a survey conducted among stations
by Neal McNaughten, director of
the NAB Engineering Dept. Mr.
McNaughten will preside at con-
ference sessions. A panel of mem-
bers of the NAB Engineering Com-
mittee headed by A. James Ebel,
WMBD Peoria, Ill., committee chair-
man.

Among papers already on the
agenda is one covering an en-
ing history of the broad-
casting industry. It will be read
by Mr. Ronald G. Gerber, GBC
manager of radio and allocation en-
engineering.

RCA and NBC engineers will
discuss in detail their UHF tele-
vision experimental station at
Bridgeport, Conn. NBC will go
into objectives of the tests, with
RCA engineers handling antenna
and transmitter angles.

Six FCC and six industry repre-
sentatives will meet in the annual
FCC-Industry Roundtable to be
held Saturday morning as the final
formal event of the Engineering
Conference. Prior to the formal
Thursday opening, a Wednesday even-
ting reception will be held.

The NAB Recording & Repro-
duction Standards Committee, meet-
ing Saturday afternoon, will dis-
cuss new standards covering fac-
tor (reproducing), turntable plates
(reproducing), concentric-
ity of center hole, all in con-
nection with mechanical recording.

Magnetic tape recording and prim-
ary standard flange, accommodating 30 minutes of recording.

The second annual Independent's
Day is being programmed by Lee
J. Jacobs, KBKB Baker, Ore., pro-
gram chairman, and Ted Cott,
WNEW New York, who recently
referred as chairman of the NAB
Unaffiliated Stations Committee.
Mr. Cott has agreed to serve as
program consultant on the Sunday
all-day meeting, which he directed
last year. Two recently elected

TAYLOR ADDITIONS

Halsey, Feihel Join Sales

Mr. Halsey Mr. Feihel

BATES MALLERY and Robert
Feihel have joined the New York
sales staff of The Taylor Co., sta-
tion representative, it was an-
nounced in Friday's by Lloyd
George Venard, vice-president and
eastern sales manager.

Mr. Halsey has been with the
New York office of Weed & Co. for
the past four years, and Mr. Feihel
was with Edward Petry & Co.
Avoid Mediamyopia*!

Keep SALES In SIGHT With SPOT TV

...the advertising medium that sells direct

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

REPRESENTING
WSB-TV (Atlanta) WSB-TV (Baltimore) KFI-TV (Los Angeles)
WBAL-TV (Baltimore) WHAS-TV (Louisville) KPHO-TV (Phoenix)
WNAC-TV (Boston) KSTP-TV (Minneapolis-St. Paul) WOAI-TV (San Antonio)
WTAR-TV (Norfolk)

*shortsightedness in selection of advertising media.

In This Issue: National TV Conference Agenda—Page 10
Film Buyers' Directory—Page 16
For all the favorite NBC network television programs...and really good local productions...everybody's watching KRON-TV...exciting new "Clear Sweep" television station that...

**MAKES THE SAN FRANCISCO BAY AREA A "HOT" TELEVISION MARKET**

![KRON TV logo]

* Represented nationally by FREE & PETERS, INC. New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco*
THE FOUR TELEVISION networks' gross time sales for the year 1949 totaled $12,294,513, according to data compiled by Publishers Information Bureau and released to Broadcasting last week.

Analysis of the billings by networks shows NBC first in TV network time sales by a wide margin, with slightly more than half of the combined total accounted for in the NBC gross of $6,500,104. CBS ranked second with gross time sales of $3,448,093 for the year, followed by ABC with a gross of $1,921,991 and DuMont with $955,225.

Month-by-month data show TV network business following the normal network curve, rising to a peak in the spring, falling off to a midsummer low point, which was still well above the starting level, and climbing again at a higher level in the fall and winter.

Combined Gross Up

Combined network TV gross time sales rose from $423,285 in January to $987,221 in May, dropped to $625,646 in July (between the February and March levels) and hit a new high each month from September on, winding up the year with December time sales of $1,921,166.

RCA was the leading user of network time during the year, purchasing $900,405 worth to advertise its radios, TV sets and 45 rpm records and turntables. RCA also led the field in December, when its gross purchases of network time amounted to $118.30.

RCA's advertising agency, J. Walter Thompson Co., was leading agency in video network time purchases during the year, spending $1,042,513 for this company and other clients.


R. J. Reynolds Tobacco Co., second largest network user last year, ranked sixth in December. General Motors Corp., third for the year, stood fifth in the final month of 1949.

Kudner Agency ranked third, buying $1,013,966 worth of TV network time for Admiral Corp., General Motors Corp., Texas Co. and U.S. Tobacco Co. William Eddy & Co. was fourth, spending $800,500 for network video time for Gol...
MORE THAN 10 years of planning preceded the inaugural of KSD-TV St. Louis on Oct. 8, 1947, as the first completely postwar-equipped television station in the United States.

The idea of a sister station for KSD, 5 kw AM outlet operated by the St. Louis Post-Dispatch, was conceived by George M. Burbach, KSD's general manager. On November 4, 1936, Mr. Burbach wrote a letter to the Radio Corp. of America expressing the station's interest in television and its desire to be the first in St. Louis with a TV outlet.

Three years old this month, KSD-TV still is the only television station in America's ninth largest market.

Even during the early war years, discussions and correspondence between Mr. Burbach and RCA officials continued, and by November, 1943, KSD boldly requested RCA to assign precedence ratings for TV equipment to be ordered by the station. Six months later the Pullitzer Publishing Co. board of directors approved KSD's television plans and within two weeks an application for a TV construction permit was filed with the FCC.

KSD-TV had to wait two years to order its equipment, but, once it was ready, lost no time in getting the station on the air. Part of the equipment ship was flown to St. Louis by the Post-Dispatch-KSD plane in time to telecast the city's famous Veldt Prophet Parade and Ball, Oct. 7 and 9, 1946. These events, carried over a closed circuit, were viewed by 100 special guests of the station in a viewing room set up in the newspaper building. By Feb. 9, 1947, KSD-TV was ready with its first test program, using temporary studios and a 500-watt trans-}

SINCE the linking of the eastern and midwestern TV networks in January 1949 the station not only has picked up such headline events as the inauguration of President Truman but has originated locally important programs of its own. Last November, KSD-TV covered both the wedding and subsequent reception of Vice President Alben W. Barkley and the former Mrs. Hadley. It was the first time the station had handled two remotes consecutively.

station's investment in equipment is approximately $600,000. Its main studio, in the Post-Dispatch Building, is 29 x 24 feet, with a 22-foot ceiling. The wall and ceiling treatment is of rock wool blanket and perforated transitite, and the floor is isolated from the rest of the structure to eliminate unwanted sounds. A lighting grid is suspended two feet below the ceiling to facilitate the mounting of lights, microphones, props, etc. One of the permanent sets in the studio is a complete kitchen. A second smaller studio also is available.

The control room is elevated slightly above the studio floor giving the director a commanding view of the studio and the various monitors. The projection screening and film storage facilities are located on a mezzanine floor convenient to the television studio and general offices.

Two image orthicon cameras are normally used in the studio, but remote cameras can be transferred there easily when needed. Audio facilities consist of a six-channel console with the necessary auxiliary amplifiers for feeding outgoing lines. Facilities of the KSD master control room are available when required.

KSD-TV's projection room is equipped with an iconoscope film camera, a 15mm projector, two automatic slide projectors and a custom-built balopticon. The layout of equipment lends itself to smooth transition when the picture is changed from one device to the other.

The station's 5 kw transmitter and tower are located on the Post-Dispatch Annex Building, adjacent to the studios. Antenna is an RCA Superturnstile and is 544 feet above street level. KSD-TV operates with 16 kw ERP. Mobile unit, also RCA, is equipped with two image orthicon camera chains. A voltage regulator and the usual remote audio and lighting facilities also are included. The studio master switcher is a custom-built job.

Directly above KSD-TV's control room a clients' observation room has seats for 20 persons who may watch a program on the screen of a TV set or look down into the studio through a glass panel. Another observation room extends 49 feet across an entire side of the main studio, with seats for an audience of 40. Window areas of this room are unglazed so that laughter and applause can be picked up by microphones on the stage below.

The visitor to this balcony notes that the stationary studio facilities and the flexibility of portable equipment make it possible to have as many as four studio sets in use at the same time, with each set properly lighted and "dressed" for its part in a video show. There are complete stage facilities for producing virtually every type of studio telecast, from an informal interview between two persons over a tea table to elaborate musical and dramatic productions requiring large casts and many changes of scene.

TELECASTING THE entire St. Louis metropolitan area of 1,800,000 is blanketed by KSD-TV's transmission. Although the theoretical range of reception is about 50 miles, regular program service reaches out 65 to 90 miles, and good reception has been reported from places many miles farther away.

Six months after the station took the air, there were less than 2,000 TV sets in the area. Today there are approximately 90,000, and research analysts report a numerical audience many times greater. Manufacturers and dealers of sets (Continued on Telecasting 8)
CIRCLE Four ... CHANNEL Four ... Four O'CLOCK

This brand can pull audience for your brand in Washington, D. C. Just a few short weeks ago, (five, to be exact) WNBW began the “Circle Four Roundup,” providing an organized vehicle for Western movies at four o'clock each afternoon, Monday through Friday. To prove audience and measure reaction, WNBW offered the “Circle Four Roundup Rangers” membership card to youthful viewers.

The results have been literally overwhelming. Over 20,000 members have written in to date. The one-hour-and-fifteen-minute period holds a 24 rating, ten times the highest rated competition on three other stations at the time.* These loyal WNBW fans are waiting for your message. Participation in regular meetings of the “Circle Four Rangers” is available. Call WNBW salesmen, or NBC Spot Sales.

Reasons for the sensational audience acceptance of “Circle Four” promotion and programming hint of other choice locations. A hard-hitting threesome is yours on WNBW . . . . habit viewing, strong promotion and choice programming. In a recently concluded survey,* it was not by chance that WNBW, with at least two other stations on the air, held 76% of the 1949 quarter-hour periods rated as either first or second in popularity.

*American Research Bureau

WNBW

NBC TELEVISION IN WASHINGTON
NEW HIGH estimate for 1950 TV set production—5 million—was made last week by Television Shares Management Corp., Chicago TV investment firm, after extensive research with manufacturers of receivers and components. This figure is three-quarters of a million more than the previous top estimate, made informally by board members of the Radio Mfrs. Assn., at their quarterly meeting in Chicago three weeks ago.

New statistics were gathered by Edgar N. Greenebaum, Jr., of TV Shares, who interviewed executives of the top 20 manufacturing firms, checking their projected figures against those of components suppliers.

Possible factors which could reduce demand and production drastically, however, according to Mr. Greenebaum, are (1) impairment of the general economic health, (2) critical shortages of component parts, such as cabinets, condensers, receiving-tube tubes and resistors, (3) imposition of the proposed excise tax, and (4) prolonged continuation of the freeze.

Expected set production for the top 20 manufacturers follows:

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<tr>
<th>Manufacturer</th>
<th>Average Total Value of Factory Factory Units</th>
<th>Price</th>
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<tbody>
<tr>
<td>Admiral</td>
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<td>RCA</td>
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<td>$9.00,000.00</td>
</tr>
<tr>
<td>Zenith</td>
<td>3,500,000</td>
<td>$12.00,000.00</td>
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<tr>
<td>Philco</td>
<td>4,000,000</td>
<td>$15.00,000.00</td>
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</tbody>
</table>

TOTALS 5,050,000 $603,750.00

The next 12 manufacturers in order of expected production are Bendix, Fada, Hoffman, Munts, Noblitt-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Tele-Ver, Wella-Gardiner.

**New Across-the-Board Rate for WPTZ (TV)**

NEW rate policy for across-the-board advertisers on WPTZ (TV), Philadelphia has been announced by Alexander W. Dannenbaum, the station's commercial manager.

Mr. Dannenbaum disclosed that all local programs of five minutes or more in length which are telecast five consecutive days per week will be available at the new rate of four-fifths of the regular card rate for the five programs per week. Under the new structure, he said a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday cost. Mr. Dannenbaum explained that the new rate was instituted to compensate and encourage across-the-board program advertising.

Frequency discounts on WPTZ are accrued at the rate of 5% for 26 consecutive weeks and 10% for 62 consecutive weeks of telecasting.

Woodbury College Starts TV Survey

WOODBURY COLLEGE, Los Angeles, March 1 started two-week survey in Los Angeles area on television audience habits. Among information sought is program choice; sports attendance, reading and viewing habits; television's impact on viewer's home life; social and economic influences of television. In addition to Los Angeles study, the college will conduct special "fringe area" study in counties of San Diego, Riverside and Santa Barbara.

Professor Hal Evry is conducting the survey, the college's third. Students will be visiting in the door-to-door operation.

**WMCT Promotion Increases Set Sales**

HEAVY promotion by WMCT (TV) Memphis of interconnection to coaxial cable (see TELECASTING 15) has resulted in a large increase of television set sales in station's coverage area. During February, 4,676 sets were sold, as the station reports, with many dealers reporting large back orders on hand.

Station also has completed a survey of set sales by factories direct to dealers. WMCT previously had reported only sets which passed through the hands of distributors.

**AM-TV RATING**

Texaco TV Show Tops in N. Y.

A TELEVISION show, Texaco Star Theatre, had the largest New York audience of any program, either radio or TV, broadcast in that city in the first week in December, C. E. Hopkins reported Wednesday. Coincidental telephone interviews with New York families showed six TV programs among the December first 16, which were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Texaco Star Theatre (TV)</td>
<td>21.6</td>
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<tr>
<td>2. Jack and the Beanstalk (radio)</td>
<td>17.5</td>
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<tr>
<td>3. Radio Theatre (radio)</td>
<td>15.5</td>
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<tr>
<td>4. Lassie of the Town (TV)</td>
<td>14.0</td>
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<tr>
<td>5. Godfrey's Talent Scouts (radio)</td>
<td>14.0</td>
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<td>6. Godfrey's TV (radio)</td>
<td>12.0</td>
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<tr>
<td>7. Godfrey and His Friends (TV)</td>
<td>12.0</td>
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<tr>
<td>8. Walter Winchell (radio)</td>
<td>12.0</td>
</tr>
<tr>
<td>9. Bing Crosby (radio)</td>
<td>11.5</td>
</tr>
<tr>
<td>10. This Is Your FBI (radio)</td>
<td>11.4</td>
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<tr>
<td>11. The Du Pont Show (radio)</td>
<td>10.2</td>
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<tr>
<td>12. Ames' &quot;Any&quot; (radio)</td>
<td>11.3</td>
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<tr>
<td>13. Suspense (radio)</td>
<td>9.7</td>
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<tr>
<td>14. First IEEE Theatre (TV)</td>
<td>11.2</td>
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</tbody>
</table>

If the combined TV and radio audience for Godfrey's Talent Scouts, a simulcast, is taken as a single audience, that program would rank first with a total rating of 27.7.

**Booklet for Doctors**

BOOKLET titled "Color Television at Medical Conventions" has been mailed to more than 125,000 physicians throughout the country, Smith, Kline & French Labs., manufacturer of pharmaceuticals, announced last week. Purpose of the booklet, the station said, is to give schedule of the labs' color television demonstrations at medical conventions.

**BROADCASTING**
Yes, if it's sales success you want—it's WGN-TV in Chicago.

This testimonial to WGN-TV's effectiveness came from a Chicago automobile dealer. The amazing record of 15 cars sold, plus the one hundred prospective buyers, resulted from the firm's first program on WGN-TV.

Add this to WGN-TV's growing list of result stories, and you'll see why more and more advertisers recognize WGN-TV as the top television station in Chicago.

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In Chicago... Channel 9
is more than a number
... it's a habit

WGN-TV
CHANNEL 9 - CHICAGO
The Chicago Tribune Television Station
bought more than 500,000 lines of advertising space in the Post-Diapatch, in 1949 alone, to stimulate more sales. The two other St. Louis newspapers sold an estimated 100,000 lines between them, it is reliably reported. (The Post-Diapatch netted more than $249,000 last year from strictly TV advertising.)

KSD-TV's average time on the air during 1949 was 45 hours per week. Local programming took 776 hours, or 33.1% of the total air time for the year. Studio presentations took 397 1/2 hours, or 16.9%; remote, 247 1/2 hours, or 10.6%; and film, 131 1/4 hours, or 5.6%. Total network programming for the year was 1,564 hours, of which 1,284 1/4 hours was cable (56.7%) and 239 1/4 hours film/scope or film (10.2%).

Total commercial time was 1,533 hours, or 65.5%, with network commercial programs consuming 1,090 hours and local commercial time 443 hours. Network sustaining programs took 473 hours, and local sustaining, 383 hours.

Special local remote programs included 191 holidays. In addition to Vice President Barkley's wedding, the inauguration of Mayor Darst of St. Louis, Shriners programs at Sportsmen's Baseball Park, the Velleda Professional Ball and Parade, Shrine Parade, and Armistice Day Parade. Sports remote included 68 baseball games, 20 basketball games, 10 hockey games, 8 horse racing dates, 4 college football games, 3 Golden Gloves fights, 1 wrestling match, 1 boxing contest, and 1 midget auto race. The station also telecast two St. Louis Symphony Concerts and an industrial program from the Monsanto Chemical Co.

In 1947, the station had 50 sponsors, five days a week; in 1946, 87 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods during the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from mail response to sales and increase in dealerships. However, these few reports show the trend:

Rue David Katzentrader, sponsored by RCA Distributor, 30 minutes one night weekly, started more than two years ago and is still very popular. It features the pianist playing request tunes, and a woman vocalist. During the show, four phone calls are made to the studio and responses are answered for several calls. Mail has been consistently good. For a test, a small mechanical piano was received from anyone not interested in tuning a tune to be played or sung. A total of 4,985 pencils were awarded in one year.

Yuk-Po'etin Cakes. One announcement on a local show of records and chatter (4 to 4:15 p.m.) brought more than 500 requests for cards entitling viewer to a free cake.

Pido Company. Nine one-minute announcements at 5 p.m. once a week brought 1,900 requests for free samples of company's products, Pido, Bido, and a plastic apron. No box or evidence of purchase was necessary, only a postcard with viewer's name and address.

Garland's. In a series of programs during which furs were modeled, three sets of mink coats, each costing $3,000, resulted from one program devoted to mink coats.

Purity Bakers. Sponsorship of Cardinals baseball games for three-month period stimulated sales, and campaign considered highly successful.

Breweries have sponsored various sporting events on KSD-TV with much success reported. Griesedieck, Falstaff, and Stag are continuing sponsorships of baseball, hockey, wrestling, bowling, Golden Gloves fights, harness racing, and midget auto racing.

The station's local rates are $350 and an hour for "A" time and $250 for "B" network. "Network "A" time is $425 an hour.

KSD-TV is promoting itself outside the columns of the Post-Diapatch. Last fall a large display ad in Advertising Club of St. Louis Weekly pointed to the large number of "readily-recognized" brands being advertised to the station's audience. The advertisement stated:

"For the advertiser who is still uncertain whether Television should be in his next promotion budget, KSD-TV submits a list of some of the readily-recognized brand names of products which are being advertised to the purchasing-potential KSD-TV audience at the present time:


"Any similarity between the above names and the "Who's Who in St. Louis" who is actually under suspicion of being responsible for this piece of advertising" should dispel further uncertainty. And here's the payoff: In St. Louis, America's 9th largest city, EVERY Television Advertiser reaches the ENTIRE Television Audience at the cost of just one STATION . . . KSD-TV."

The station is under the direction of George M. Burbach, one of the broadcasting industry's most able administrators who has managed KSD since it took the air in 1922. Working close under Mr. Burbach is Program Director Harold O. Grams, who has been with the organization for 15 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial producer. Ed Risk is chief engineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees include 20 on the technical staff and 17 in administrative and production work.

A definite vote of confidence in KSD-TV's future is voiced by Mr. Burbach who declares: "KSD-TV operated in the red for two and one-half years, however operating profit is now increasing each week. In two or three years profit from our television operation should be comparable with our best radio campaigns. Future selling, followed by advertising, will gradually increase from the low earning level of 1949. The combined earnings from audio and visual should far exceed any former record profit of audio only.

THE FORMER Drucie Snyder of St. Louis and Washington, daughter of Secretary of the Treasury Snyder, as assisants KSD-TV's Frank Eschen in an interview with Margaret Truman at the 1948 Velleda Professional Ball, an annual event which traditionally opens the St. Louis social season.

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WMAR-TV

Delivers

the largest evening audience of any
radio or television station in Baltimore*

Average 6 p.m. to 10:30 p.m. Sunday through Saturday audience.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.
NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
National Television Conference
Palmer House, Chicago, March 6-8
Sponsored by the Chicago Television Council

AGENDA

Monday, March 6
10 a.m.-12 noon—Registration.
12:30-1:30 p.m.—Luncheon, welcome address by George Harvey, president of Chicago Television Council; Double keynote address, Joseph H. McConnell, president, NBC; John McLaughlin, advertising manager, Kraft Foods, Chicago.

3:30 p.m.—General panel meeting, "Three Viewpoints," James Stur- ton, general manager, ABC Chicago, moderator; Speakers: Robert Sweezy, general manager, WGN-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit; Alexander Strong, national director of television program operation, ABC, representing the broadcast-er who sells television; Seymour Mintz, advertising manager, Ad- miral Corp., Chicago, representing the client who pays for television.

7:00 p.m.—Grillroom dinner, featuring satire on TV, Herb Graff, Chi- cago Sun-Times columnist, toast- master, with talent; Burr Till- strom and Fran Allison of Kukla, Fran and Ollie; Dave Garroway and stars from Garroway at Large; Claude Kirchner with members of the Super Circus cast; Al Morgan and Ernie Simon.

Tuesday, March 7
10 a.m.-12 noon—Panel meeting, "New Slants on Creating, Writing, Directing," Fred Killian, director of TV programming, ABC Chicago, moderator; Speakers: Agency viewpoint, Beulah Zacher, producer, Kukla, Fran and Ollie; station, Ted Mills, TV program manager, NBC Chicago; agencies, stressing art problems, Fred Bol- ton, Chicago; television producers, Thompson, Chicago.


12:30-2:30 p.m.—Luncheon, "Color Now or Later," Clifton Utley, NBC-TV news commentator, moderator; Speakers: Richard Graver, vice president, Admiral Corp., Chicago; John Mitchell, general manager, WKBV (TV) Chicago; Karl Meyers, chief en- gineer, WGN-TV Chicago.

2:30-5:30 p.m.—Panel meeting, "TV Pays Off—Or Does It?" Holman Faust, account executive, Schwill- mert & Chicago, moderator; Speakers: For children's shows, A. L. Johnson, advertising manager, inter- national Sh. Co., WVA, Louisville; and Bud Gore, advertising manager, Marshall Field & Co., Chicago; service shows, Phil Creedon, advertising manager, Edward Hines Lumber Co., Chi- cago; "What is the L. W. Wed- dington, representing Miles Labs, Elgin; John Cash, WBBM radio-television director, J. M. Mathes, Inc., New York, for Canada; "Real Gar- age," spot announcements, William Fish of WLS radio department, Chicago, and Rubicam, Chicago for O'Cedar Corp.; participations, A. G. Whit- more, advertising and sales promo- tion manager, Kukla-Keuris, Chicago.

Wednesday, March 8
10 a.m.-12 noon—Panel discussion, "What Research Can Contribute to Television in the '50's?" Charles F. Kelly, WGN-TV Chicago, moderator; Speakers: Ted Gliedman, research director, ABC, New York, for Children's Stations; John E. Prather, head, Arthur D. Little, Inc., for technical research; A. F. Passnacht, WENR-TV Chicago, head, Arthur D. Little, for project research; and George W. McLeod, WGN-TV Chicago, head, Arthur D. Little, for client research.


C-D

Clair Callahan; Paul Burton; Peter A. Cavallo Jr., Walter Thompson; Milton R. Condon; Walter H. Davis; Kenneth Craig, CBS Chicago; Joan Durand, WGN-TV Chicago; Howard E. Forbes, WBBM-CHS Chicago; Fred Nosker, Chicago Daily Journal.


Arthur R. Jones III, Douglas Produc- tions, Chicago; Melvin Lottman, Olen Advertising; Fred Killian, ABC Chicago; George Kellogg Jr., Chicago; Gene Lemp, Kellogg Co.; Gene Lemp, Kellogg Inc.; Conner LeFevere, Polar Film Corp.; C. Ross Littl, Jr. J. R.

MacMackin, Endread, Standard Rate & Data; W. J. McNally, WTN Minneapolis; James O'Brien, United Merchants & Foley, Stephen A. Machinski Jr., Adam Morgan, TV Carroll, Inc.; Carroll, Min. TV; Anthony G. Mar- koff, Federation; Howard B. Meyers, NBC Chicago; Robert B. Mitchell, Peter P. Van Swinden, Gardner Advertising; Ted Mills, NBC Chicago; Jerry J. Miller, Harold Marlon, Montgomery, Maberry, Chicago; American Institute of Baking; John P. Moore, and Richard S. Mufford, Roche & Williams; Cleary, NBC Chicago; Russell V. Munsell, Seals Inc., N—O—P—Q.


R—Z


WGN-TV Drops Sox

WGN-TV Chicago last week dropped its option on exclusive tele- cast rights to Chicago White Sox baseball games because the "ask- ing price was too high" and the sta- tion will call games on a series. Although Peter Hand Brewery Co., Chicago, for Meister Brau Beer, had signed for a third of the games, including some pre and post pro- gram spots, those bids have been enough to justify the expense, sta- tion officials said. Charles Comis- key, Sox vice president, is reported to have asked $125,000 for TV rights range.

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MAMA
sponsored by
Maxwell House Coffee, a
CBS Package Program
hailed by the press
as TV's "best regular
on the airways".

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Notes</th>
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<td>12:00</td>
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<td>CBS</td>
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<td>5:00</td>
<td>General Mills</td>
<td>CBS</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>5:30</td>
<td>Stop the Man</td>
<td>CBS</td>
<td>L (E-M)</td>
</tr>
</tbody>
</table>

**Notes:**
- Italic text indicates programs scheduled on a specific network.
- All times are in Eastern Standard Time.
- Some programs may be repeated on different networks throughout the week.
- Additional information such as network affiliation and program type is also provided.
### Theatre-M's

#### Revue

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00PM</td>
<td>Young People's Church of the Air Youth on the March (E-M)</td>
</tr>
<tr>
<td>8:00PM</td>
<td>They Stood Accused</td>
</tr>
<tr>
<td>8:30PM</td>
<td>Pabst Wrestling (From Sunnyvale Arena)</td>
</tr>
<tr>
<td>9:00PM</td>
<td>The Plain-Blankslates</td>
</tr>
<tr>
<td>9:30PM</td>
<td>Broads - The Life of Riley</td>
</tr>
<tr>
<td>10:00PM</td>
<td>That Wonderful Guy</td>
</tr>
<tr>
<td>10:30PM</td>
<td>The Plain-Klansmen</td>
</tr>
<tr>
<td>11:00PM</td>
<td>Kraft Foods Co. TV Theatre</td>
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#### Teleseta

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:00PM</td>
<td>Your Writters L (E-M)</td>
</tr>
<tr>
<td>1:00PM</td>
<td>Mysteries of Chinatown F (E-M)</td>
</tr>
<tr>
<td>2:00PM</td>
<td>H. F. Goodrich Celebrity Time L (E-M)</td>
</tr>
<tr>
<td>3:00PM</td>
<td>Young People's Church of the Air Youth on the March (E-M)</td>
</tr>
<tr>
<td>4:00PM</td>
<td>General Electric Fred Waring Show</td>
</tr>
<tr>
<td>5:00PM</td>
<td>Fashionique Quiz</td>
</tr>
<tr>
<td>6:00PM</td>
<td>The Week In Review</td>
</tr>
<tr>
<td>7:00PM</td>
<td>Phlox Television Playhouse L (E-M)</td>
</tr>
<tr>
<td>8:00PM</td>
<td>Congoleum-Nola Ganeys at Large L (E-M)</td>
</tr>
</tbody>
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#### People

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>9:00PM</td>
<td>Philip Morris Candid Camera</td>
</tr>
<tr>
<td>10:00PM</td>
<td>General Foods The Goldenshans</td>
</tr>
<tr>
<td>11:00PM</td>
<td>Westinghouse Studio One</td>
</tr>
<tr>
<td>12:00AM</td>
<td>Doubleday You Are An Artist</td>
</tr>
</tbody>
</table>

### Pulse of St. Louis

**Available March 7, 1950, the first Pulse report for the St. Louis metropolitan area will cover radio listening for January-February.**

The Pulse of St. Louis will be issued bi-monthly, and will utilize the same interviewing technique employed in other Pulse radio reports.

**Other Pulse Radio Cities are:**

- NEW YORK
- PHILADELPHIA
- LOS ANGELES
- CHICAGO
- CINCINNATI
- WASHINGTON, D.C.
- BOSTON
- SAN FRANCISCO
- NORTHERN NEW JERSEY

**Other Pulse Radio Cities are:**

- NEW YORK
- BOSTON
- CINCINNATI
- PHILADELPHIA
- CLEVELAND
- CHICAGO
- LOS ANGELES
- WASHINGTON, D.C.

### Weekly Telepulse Reports are Issued in These Markets

**Ask The PULSE**

**THE PULSE INCORPORATED**

**ONE TEN FULTON STREET**

**NEW YORK SEVEN**

---

**BROADCASTING**

March 6, 1950

Copyright 1950
is a warm-hearted, audience-holding CBS Package Program custom-tailored to the needs of an alert advertiser.

Louise Allbritton and Scott McKay co-starred in a vivid and suspenseful saga of the ups and downs of American show business.
MEMPHIS TV

AT&T Announces Network Interconnection

AT & T last week announced extension of Bell System's network television facilities to Memphis, Tenn.—the first addition in 1950—with completion of coaxial cable by Southwestern Bell Telephone Co., Southern Bell and AT & T's Long Lines Dept. Media executives became the 29th city capable of receiving direct network telecasts through Bell facilities, which now extend about 9,000 channel miles. Additionally, Memphis now is the southernmost point served by network television. The new link was made possible by adding special equipment to an existing network line running south from St. Louis, according to AT & T's Long Lines Dept.

Network service should be available by the end of this year to more than 40 cities, stretching north to Minneapolis, south to Jacksonville, Fla., and west to Omaha, the Long Lines Dept. said. Network will cover roughly some 15,000 channel miles.

Other Plans

Other cities slated to be hooked up in 1950 include Norfolk, Va., by April and Greensboro and Charlotte, N. C., Atlanta, Birmingham and Jacksonville by September. They will receive video network programs by cable running south from New York via Philadelphia, Washington and Richmond.

Programs from New York reach St. Louis via Chicago. Route to Memphis the cable crosses the Mississippi from east to west at St. Louis and again, from west to east, at the Tennessee metropolis.

Network television service also is being provided in some areas of the nation by radio relay. Construction is underway between New York and Chicago, Chicago and Milwaukee, and between other major cities.

Arrival of the cable in Memphis was preceded by radio, TV and newspaper promotion sponsored by WMCT (TV). Since Feb. 1 the station has used a series of teaser ads in Memphis papers, building up to full page advertisements on March 1, "cable day." Jingles also were used on WMCT affiliates. Climaxing the promotion was a parade Feb. 20, arranged by TV distributors and WMCT, in which 28 floats and trucks participated.

SET SHIPMENTS

RMA Reports 3,182,351 in '49

A TOTAL of 3,182,351 television receiving sets had been delivered in the United States by the end of 1949, according to an analysis by Radio Mfrs. Assn. The RMA figures cover member manufacturers, who are estimated to produce between 80% and 85% of all television sets turned out in the United States.

TV set shipments by areas for the year 1949 and cumulative since Jan. 1, 1947, as reported by RMA members, follow:

<table>
<thead>
<tr>
<th></th>
<th>1947</th>
<th>1948</th>
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<tr>
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<tr>
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<td>2,227,973</td>
<td>3,182,351</td>
<td>3,182,351</td>
<td>7,410,324</td>
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<td>288,240</td>
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<td>182,616</td>
<td>1,536,261</td>
<td>2,318,877</td>
<td>4,651,488</td>
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</table>

IN WASHINGTON, D. C.

WHO'S TOPS IN TV?

© SEE PAGE 10 ©

You May Be Surprised!

Page 61 • BROADCASTING

March 6, 1950

TELECASTING • Page 15
FILM fills an important place in television station operation. On stations not interconnected by coaxial cable or microwave relay this place is often vital.

Because of that importance TELECASTING presents this up-to-date list of film buyers and, where available, the number of hours of film used by each station. Although conditions vary widely from station to station, an average of 10.28 hours of film a week was used by those outlets where figures are available. The average for noninterconnected stations is slightly above the average for all stations—12.46 hours per week—while interconnected stations showed an increase of 8.58 hours per week devoted to film programming.

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-cted Hrs of Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRMINGHAM</td>
<td>WAEM-TV</td>
<td>2029 First Ave., N.</td>
<td>L. F. Baxter</td>
<td>No 10</td>
</tr>
<tr>
<td></td>
<td>WBRC-TV</td>
<td>WBRC Bldg.</td>
<td>G. P. Hanman</td>
<td>No 21</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>KPHO-TV</td>
<td>KPHO Bldg.</td>
<td>C. Waster</td>
<td>No 8</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>KECA-TV</td>
<td>Prospect &amp; Talmadge</td>
<td>R. Booth</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KFI-TV</td>
<td>141 N. Vermont Ave.</td>
<td>K. Higgins</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KLAC-TV</td>
<td>1000 N. Cahuenga Blvd.</td>
<td>R. F. Henry</td>
<td>No</td>
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<tr>
<td></td>
<td>KNKH</td>
<td>1500 N. Vine St.</td>
<td>R. V. Brown</td>
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<tr>
<td></td>
<td>KTLA</td>
<td>5451 Marathon St.</td>
<td>G. Wright</td>
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</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-cted Hrs of Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW HAVEN</td>
<td>WNHC-TV</td>
<td>1110 Chapel St.</td>
<td>J. O'Brien</td>
<td>Yes</td>
</tr>
<tr>
<td>WILMINGTON</td>
<td>WDEL-TV</td>
<td>10th &amp; King Sts.</td>
<td>J. Alshead</td>
<td>Yes</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>WMAL-TV</td>
<td>724 14th St.</td>
<td>C. Bloomquist</td>
<td>Yes 8 1/2</td>
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<tr>
<td></td>
<td>WNBW</td>
<td>Trans-Lux Bldg.</td>
<td>C. H. Dory</td>
<td>Yes</td>
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<td></td>
<td>WOIC</td>
<td>40th &amp; Brandwy Stites.</td>
<td>Miss M. Ashburn</td>
<td>Yes 6</td>
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<tr>
<td></td>
<td>WTTG</td>
<td>12th &amp; E Sts.</td>
<td>J. Huber</td>
<td>Yes 2</td>
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<tr>
<td>JACKSONVILLE</td>
<td>WJAX-TV</td>
<td>1 Broadcast Pl.</td>
<td>C. A. Smith</td>
<td>No</td>
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<tr>
<td>MIAMI</td>
<td>WMBR-TV</td>
<td>605 S. Main St.</td>
<td>C. Acosta</td>
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<tr>
<td>ATLANTA</td>
<td>WAGA-TV</td>
<td>1032 W. Peachtree St.</td>
<td>W. R. Terry</td>
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<tr>
<td></td>
<td>WCON-TV</td>
<td>11 Forsyth St., S.W.</td>
<td>W. H. Terry</td>
<td>No 18</td>
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<tr>
<td></td>
<td>WSB-TV</td>
<td>10 Forsyth St., N.W.</td>
<td>J. Hendrix</td>
<td>No 13 1/2</td>
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<tr>
<td>CHICAGO</td>
<td>WKBK</td>
<td>190 N. State</td>
<td>A. Rhone</td>
<td>Yes 15</td>
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<td></td>
<td>WENR-TV</td>
<td>20 N. Wacker Dr.</td>
<td>J. D. Berg</td>
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<td>WGN-TV</td>
<td>425 N. Michig. Ave.</td>
<td>Eliz. Bain</td>
<td>Yes 15</td>
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<tr>
<td></td>
<td>WNBQ</td>
<td>Merchandise Mart</td>
<td>Y. J. R. Siegel</td>
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<tr>
<td>ROCK ISLAND</td>
<td>WGBF-TV</td>
<td>18th St., 3rd</td>
<td>F. W. Cook</td>
<td>No</td>
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<tr>
<td>BLOOMINGTON</td>
<td>WTVT</td>
<td>535 S. Walnut St.</td>
<td>R. Petranoff</td>
<td>No</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>WFBM-TV</td>
<td>48 Monument Circle</td>
<td>H. L. Kimboy</td>
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</tr>
</tbody>
</table>

KPHO-TV Names Petry

APPOINTMENT of Edward Petry & Co. Inc., as exclusive national sales representative for KPHO-TV Phoenix, Ariz., was announced by the station representative last Wednesday. Petry informed agencies and advertisers that KPHO-TV carries “top programs” of the four major TV networks, and choice spot adjacencies are available.
<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon Hrs. of nested Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMES</td>
<td>WOI-TV</td>
<td>Service Bldg., ISC Campus</td>
<td>E. Wegener Film-Prod. Dir.</td>
<td>No 20</td>
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<tr>
<td>DAVENPORT</td>
<td>WOC-TV</td>
<td>805 Brady St.</td>
<td>C. Freburg Prog. Dir.</td>
<td>No</td>
</tr>
<tr>
<td>LOUISVILLE</td>
<td>WAVE-TV</td>
<td>334 E. Broadway</td>
<td>J. H. Boyle Dir. of TV</td>
<td>No 4</td>
</tr>
<tr>
<td></td>
<td>HAS-TV</td>
<td>6th &amp; Broadway</td>
<td>Ed Driscoll Film-Dir.</td>
<td>No Not On Air</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>WDSU-TV</td>
<td>520 Royal St.</td>
<td>Rose Wetzel Film Ed.</td>
<td>No 24</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>WAAAM</td>
<td>3725 Maiden Ave.</td>
<td>H. B. Cahan Prog. Mgr.</td>
<td>Yes 3</td>
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<tr>
<td></td>
<td>WBAL-TV</td>
<td>2610 N. Charles St.</td>
<td>W. Freiott Prog. Mgr.</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>WMAR-TV</td>
<td>Baltimore &amp; Charles St.</td>
<td>D. Stickel Film-Dir.</td>
<td>Yes 7½</td>
</tr>
<tr>
<td>BOSTON</td>
<td>WBZ-TV</td>
<td>1170 Soldiers Field Rd.</td>
<td>W. G. Swan Prog. Mgr.</td>
<td>Yes</td>
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<tr>
<td></td>
<td>WNAC-TV</td>
<td>21 Brookline Ave.</td>
<td>G. W. Steffy Prog. Dir.</td>
<td>Yes</td>
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<tr>
<td>DETROIT</td>
<td>WJBK-TV</td>
<td>500 Temple Ave.</td>
<td>L. Pike Prog. Dir.</td>
<td>Yes</td>
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<td>WXYZ-TV</td>
<td>ABC Television Center</td>
<td>Aune Batson Film-Dir.</td>
<td>Yes 4½</td>
</tr>
<tr>
<td>GRAND RAPIDS</td>
<td>WLV-AM</td>
<td>6 Fountain St., N.E.</td>
<td>H. Kaufman Prog. Dir.</td>
<td>No 7½</td>
</tr>
<tr>
<td>KALAMAZOO</td>
<td>WKZO-TV</td>
<td>124 W. Michigan Ave.</td>
<td>E. E. McKeen Prog. Dir.</td>
<td>No Not On Air</td>
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<tr>
<td>ANSING</td>
<td>WJIM-TV</td>
<td>1500 Bank of Lansing Bldg.</td>
<td>A. C. H. Poon Prog. Dir.</td>
<td>No Not On Air</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>KSTP-TV</td>
<td>3415 University Ave.</td>
<td>M. Franklin Prog. Dir.</td>
<td>No</td>
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<tr>
<td>ST. PAUL</td>
<td>WTCN-TV</td>
<td>50 S. Ninth St.</td>
<td>Judy Bryson Prog. Dir.</td>
<td>No</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>WDAF-TV</td>
<td>1729 Grand Ave.</td>
<td>Bill Bates Prog. Dir.</td>
<td>No 8</td>
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<tr>
<td>ST. LOUIS</td>
<td>KSD-TV</td>
<td>1111 Olive St.</td>
<td>H. Grams Prog. Dir.</td>
<td>Yes</td>
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<td>OMAHA</td>
<td>KMTV</td>
<td>2615 Farnam St.</td>
<td>G. E. Harris Prog. Mgr.</td>
<td>No 12</td>
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<td>NEW JERSEY</td>
<td>WATV</td>
<td>1020 Broad St.</td>
<td>R. M. Paskow Film-Dir.</td>
<td>Yes 40+</td>
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<tr>
<td>NEW MEXICO</td>
<td>KOB-TV</td>
<td>Fifth &amp; Silver</td>
<td>G. S. Johnson Mgr.</td>
<td>No 12</td>
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<tr>
<td>BINGHAMTON</td>
<td>WNBF-TV</td>
<td>P.O. Box 48</td>
<td>L. L. Rogers Oper. Mgr.</td>
<td>No 4</td>
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<td>BUFFALO</td>
<td>WBEN-TV</td>
<td>Hotel Statler</td>
<td>E. J. Wegman Asst. Prog. Dir.</td>
<td>Yes 5</td>
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<td>NEW YORK</td>
<td>WABD-TV</td>
<td>515 Madison Ave.</td>
<td>A. J. Jaeger Dir. Film Dept.</td>
<td>Yes 7½</td>
</tr>
</tbody>
</table>

**nothing but smiles under our umbrella!**

**LEONARD A. VERSLUIS STATIONS**

**HT M. STEED, MANAGER**

**THESE GREAT MARKETS**

**ONE MILLION PEOPLE**

**LOOK FOR TV FROM**

**WLAV**

**AM-FM-TV**

**REPRESENTED BY**

**JOHN E. PEARSON CO.**

**THE only Michigan TV Station outside Detroit**

March 6, 1950
Color Hearing Resumes
(Continued from Telecasting 3)

Dr. Engstrom, stating the direct-view tri-color tube work was "on schedule" as promised last fall, testified that several types of tubes are in varying stages of progress. "Two of these types are undergoing tests in research model receivers and both show an attractive picture with good resolution and good color," he said. "The other types...are more improbable promise, as they are not as far advanced in development as the two types which we shall demonstrate. Within the next few weeks we expect to make this demonstration." This meant during March, he said.

The RCA witness explained that this single tri-color picture tube development would mean RCA could produce "in the not too distant future a fully-electronic color television receiver with but 10 to 15 tubes more than for a comparable black-and-white receiver." The RCA 16-inch monochrome table model set now has 27 tubes, he said, and the simplified three-tube color set now at the labs has 64 tubes.

Upon questioning, Dr. Engstrom estimated this meant that a direct view color set will cost only 1 1/2 times as much as a comparable black-and-white set, not counting the tri-color tube itself for which no production cost estimates are available at this early period. He explained that increasing the size of the tri-color tube made its production problem simpler.

He also said the tri-color tube could be used in the CBS and RCA systems and would eliminate the mechanical features of the latter. Here Comm. Freda B. Hennock asked what objections of his would then remain to the CBS system and he replied CBS lacks of compatibility and performance. He said RCA's system still has better resolution, flicker-freedom, brightness and clarity.

Chairman Wayne Coy pointed out that the Chapin-Roberts automatic adaptor, which allows home viewers to receive both CBS and RCA color signals in black-and-white, solves the compatibility problem. He indicated that with 4,000,000 sets now on the market and annual production running at the same figure, two-thirds compatibility would be achieved in only two years.

Standards Issue

Regarding standards for color TV, Dr. Engstrom reminded the Commission he had testified last September that within six months RCA could "talk standards" and that it now was ready to do so in view of the great progress made since that time. He conceded in some respects not all necessary information was available yet, but that these few details would not prove further delay.

Reciting considerable detail of RCA field tests and system developments, Dr. Engstrom also informed FCC that "we will shortly have a group of receivers available for use by persons other than members of the RCA technical staff" which would permit public participation in testing of color equipment.

Adrian Murphy, CBS general executive vice president, on Monday afternoon outlined extensive equipment and public reaction tests which CBS has conducted in the field since last November. "Our tests were carried out substantially as planned," he said, "without the assistance of any major equipment manufacturer, and without even the offer of such assistance."

Stressing that CBS has made every effort to supply facts called for by FCC last November upon receiving the hearing, Mr. Murphy invited comparison of the CBS efforts with those of RCA and Radio Mfrs. Assn. "in providing concrete information to assist the Commission in reaching a constructive decision."

He said that the "dilution of color as well as the "dilution of RMA and RCA in providing their respective shares of the data asked for should not be permitted to frustrate the public interest in the prompt adoption of color."

This charge drew immediate request from Comm. Hennock for specific details. Mr. Murphy said RCA has installed no sets in homes, has given no public showings and not supplied needed cost estimates. Mr. Murphy outlined the public tests made at the Walker Bldg. in Washington, where 18,000 people saw some 90 shows during Jan. 12-Feb. 1 and Feb. 13-21. These were played to Philadelphia and New York where additional public showings were possible. He also reviewed color TV medical demonstrations held in Washington, Chicago and Atlanta in conjunction with Smith, Kline & French Labs., technical tests made by others and equipment refinements. In summary he said: "The color television set we have conducted here revealed no specific objection or inconsistency to fundamental color system, color apparatus, color station operation, or color network operations. Such systems as we did encounter were identical with those effects on black-and-white television operations."

Back on the stand Tuesday morning, Mr. Murphy was questioned closely by Edward K. Wheeler, RCA counsel, on CBS' refusal thus far to be represented on RMA's national television system committee, which will work on color standards.

Mr. Murphy said CBS could not join until the network was advanced by other networks, but would participate if assured the committee would consider "non-compatible" as well as compatible color systems and that monochrome "should not be used as a device to delay color."

In response to Comm. Hennock, Mr. Murphy said he felt FCC could 'adopt either rigid one-system or flexible broad standards which would permit the use of more than one system.

He said he would prefer the RCA color system, as CBS' system had proved to be no more expensive than, and at the same time would out-perform, the CBS system.

Murphy's Stand

Mr. Murphy contended, however, that the RCA system, although "compatible" with present black-and-white standards, could not provide color TV on a network basis at the present time since existing coaxial cables turn RCA color into monochrome. He was reminded that a radio relay now being completed between New York and Chicago will permit transmission of RCA color.

Jay W. Wright, CBS chief radio engineer, presented data on color TV interference tests which he said showed that the differences between interferences of the color, CBS 405-line black-and-white, and standard 525-line black-and-white systems to both color and monochrome "are so small they should permit adoption of the same general allocation standards and the same assignment of channels, regardless of which type of transmission is employed."

In answer to FCC questioning, Mr. Wright said he felt FCC's proposal to separate co-channel stations by about 250 kilocycles should not be "modified downward."

Dr. Jack W. Dunlap of Dunlap & Assoc., New York, reported on a survey of doctors' reaction to high color TV conducted by the American Medical Assn. meeting in Washington last September.

He said 74.4% of those interviewed considered overall quality of the color pictures to be very
DuMONT'S COLOR SYSTEM
To Introduce Unit for Closed-Circuit Use

ALLEN B. DuMONT Labs Inc. today was to introduce a new television system, designed for closed-circuit broadcasting and of use in medical, industrial, and merchandising fields.

The system was to be introduced at the annual convention of the Institute of Radio Engineers in New York (see story page 28).

The DuMont system consists of a color picture tube, including the DuMont electric viewfinder; a revolving lens turret with position for four lenses and focusing control in the camera unit; a camera control equipment, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment of variable facilities for individual adjustment of each of the system's three basic colors; power supplies in an individual high intensity 12 1/2-inch color picture tube for each monitor. The monitors may be installed in quantity.

The system is described by DuMont as being able to achieve high definition television, specifically for non-broadcast applications. It is called model TA-164-A Industrial Color Television System, operates on a full color bandwidth of 555 lines at 180 fields per second.

The new system is available commercially, and Dr. Allen B. DuMont, president, DuMont Labs, said its uses would be numerous. "Wherever immediate and accurate sight is necessary for control," he said, "television can help cut time, cut costs and improve efficiency.

The system has been designed specifically for the best possible pictorial service and operating efficiency,"

Asked why his survey did not include a question on whether the public would pay for a set requiring a mechanical color-wheel, he said he had not been asked by Dr. Allen B. DuMont, who said CBS drafted the questions which his firm checked and modified where necessary.

Col. Donald K. Lippencott, San Francisco attorney and engineer, testified at length on CTI technical improvements and equipment, indicating the San Francisco home-base showing was superior to the Washington showing which suffered technical kinks. "Given another year," he said, "we could astonish every one." CTI's system will not be ready for commercial installation until that time, he indicated.

Ready for Standards Talks

Col. Lippencott said CTI was ready for standards talks now, but personally he preferred to wait another year. He contended the CTI system essentially is the simplest, most compatible system and has the most possibility of improvement. The witness believed none of the three systems have shown all they can do, but considered CBS' method as nearly as complete as it ever will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

The CTI witness commended DuMont for its work on tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. He said Philco supplied two engineers for a month to help develop a color control apparatus and other components. In all other contacts both in Washington and San Francisco, Col. Lippencott received willing aid, Col. Lippencott said.

Commdr. Walter Frazer of the Navy's Washington Photographic Center, National Research and Development Dept., appeared to relate success in filming the CBS colorcartas in standard 16 mm-color. He felt all color TV systems could be similarly kinescoped.

Dr. Peter C. Goldmark, inventor of the CBS system, said the Navy achievement meant film networking of color TV has become practical.

Because of repeated concern during the hearing over the CBS system's use of a mechanical color wheel, Dr. Goldmark highlighted the history of color discs and explained CBS chose the field sequential system after research in all systems during 1940. The field sequential system makes possible the recording of the color disc or color reproduction, he said, emphasizing that there was not for the color disc — a temporary device to make color TV practical and inexpensive today — "we would not all be here now."

Picture Quality Is Problem

He contended the "sooner FCC gets to the idea of color here and acts accordingly, the better it will be." He charged that systems have not been considered without apparatus, since the quality of the picture actually delivered to the public is the practical problem.

Dr. Goldmark admired RCA for its work on a color-disc set and felt that such a tube even if developed could not produce for years the definition and color quality now obtained with the wheel. He said CBS demonstrated an all-electronic receiver to FCC a year ago which won praise, but he personally demands a greater degree of picture perfection.

The CBS system inventor said "we are very enthusiastic about the Chapin-Roberts automatic adaptor and said that what the [FCC's] Laurel Labs did in connection with the automatic switch is an excellent example of what can be accomplished if one approaches the problem with a constructive attitude instead of mere destructive criticism."

The THEATRE HEARING

50 Participants File

SOME 50 appearances, representing multiple movie, radio and manufacturing interests, have been filed for FCC's initial hearing for an over-air license, in connection to establish a special movie-television program transmission service, the Commission reported last week.

No date has been set for the initial hearing, ordered by the Commission in January [TELECASTING, Jan. 18]. Monday was dead line for filing of appearances, NAB and Television Broadcasters Assn. have indicated they will participate. Others with radio interests include RCA, DuMont, Paramount Television Productions Inc. and Balaban and Katz.

Meanwhile, Western Union and American Telephone and Telegraph Co., who indicated they wished to tell the Commission such a service should be established as a regular common carrier facility.

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In Washington, D. C.

WHO'S TOPS?

SEE PAGE 10

You May Be Surprised!

Page 65 • Broadcasting

March 6, 1950

NBC-TV ‘REVUE’

Three Sponsors Buy Time

THE SECOND EDITION of NBC-TV’s Saturday Night Revue, two-and-a-half hour variety show, was to be telecast Saturday March 4, with one of its five half-hour periods sold.

The first three sponsors were RCA, United Fruit Co., and Swift & Co. Each bought a single one-minute spot in the 9:30-10 p.m. segment. At week’s end NBC-TV believed other sales were near.

NBC-TV salesmen were reinforced on their rounds last week by a healthy Hooper scoring of the program on its first presentation Feb. 25. The average rating of the show in a special Hooper survey in Washington, New York, Chicago and Cleveland was 38.4 for the entire 8:10-9:30 p.m. spread. By half hours, beginning at 8 p.m., the ratings were 35.5, 37, 39.6, 40.2, and 39.6.

The program stars Jack Carter in the first hour, originating in Chicago, and Burgess Meredith, Sid Caesar and Imogene Coca in the second hour and a half from New York. Guest stars scheduled for last Saturday were Don Ameche and Gertrude Nielsen in the Chicago portion and Mischa Elman in New York.

fast-growing market!

The San Antonio TV market (less than three months old) already has over 10,269 sets and is growing by leaps and bounds. WOAI-TV presents over 11 hours in weekly local programs which are combined with top shows from three great TV networks, NBC, CBS, ABC. We’re building and holding a strong local audience. To entertain and sell South Texas there’s no substitute for San Antonio’s first television outlet, WOAI-TV.

Represented Nationally by

Edward Perry & Company Inc., New York, Los Angeles, St. Louis, Dallas & San Francisco

Television
WMAR-TV Baltimore Station's Evening Hooper Outstrips Radio

WMAR-TV Baltimore, CBS affiliate owned and operated by the Sunpapers, reported last week that it is the first television station in a major American market to outstrip standard radio and emerge with the greatest evening audience in its market.

The Baltimore outlet's claim is based on the TV Station Audience Index published by C. E. Hooper Inc. for the two-month period of December 1949, and January 1950. WMAR-TV reported that its Sunday-through-Saturday average for the 6-10:30 p.m. period was 20.2% of the broadcast—radio and television—audience, and 43.7% of the television audience.

In addition, WMAR-TV said Baltimore, ranked as the nation's sixth city in population, also increased its lead as the country's number one television city. Video viewers in Baltimore for the same two-month period—during the 6-10 p.m. Sunday-through-Saturday averages—amounted to 46.1% of the evening broadcast audience, the station claimed. WMAR-TV also pointed out that this Hooper report is the fifth consecutive one which has put Baltimore at the top of the TV list.

**TV's Challenge**

**Grabhorn Predicts Trends**

RADIO's approach to television is one of "cautious reserve" because TV is AM broadcasting's major challenge, in the opinion of Murray Grabhorn, ABC's vice president in charge of O & O stations. He addressed the Chicago Radio Management Club Wednesday, Radio, however, is "facing TV without fear; has its thoughts on the future and isn't looking back. It will have vast new opportunities ahead," he said.

Mr. Grabhorn thinks television will bring about trends including:

1. New concepts of show frequency because of high expense, for example, of a 15-minute strip, with advertisers taking a more realistic view of cost in relation to impact.
2. Purchase of a dozen or so TV shows per year, similar to ordering magazine color pages.
3. Emergence of new advertisers who will provide a larger percentage of television's revenue.
4. Revision of advertising budgets, with a smoother plan for video to walk down.
5. Inclusion of television as both a sales and advertising budget item, with a resultant release of additional appropriations. Durable goods would come under jurisdiction of the advertising department, with consumer goods relegated to sales.

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**Directory of Film Buyers**

(Continued from Telecasting 17)

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<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercom- Hrs. of noted Film per Week</th>
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<tr>
<td>CLEVELAND</td>
<td>WEWS</td>
<td>1816 E. 13th St.</td>
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<td>WNBK</td>
<td>815 Superior Ave.</td>
<td>P. Worchester</td>
<td>Yes</td>
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<td>WXEL</td>
<td>4501 Pleasant Valley Rd.</td>
<td>R. Spears</td>
<td>Yes</td>
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<td>WBNS-TV</td>
<td>33 N. High St.</td>
<td>E. Bronson</td>
<td>Yes</td>
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<td>WLWC</td>
<td>3165 Olentangy River Rd.</td>
<td>R. Landers</td>
<td>Yes</td>
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<td></td>
<td>WTVN</td>
<td>3720 LeVeque C. Male</td>
<td>Lincoln Tower</td>
<td>Program Dir.</td>
</tr>
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</table>

* Crosley stations use a combined total of 21 hours of film a week.

---

**Commonwealth**

Currently Serving the Nation's Leading TV Stations

- **200 Silent AESOP Fable Cartoons**
- **15 Sound Cartoons**
- **3 Outstanding Serials**
- **10 FRANKIE DARRO Action Pictures**
- **24 Charlie Chaplin Comedies 2 Reels Each**
- **26 Feature Pictures All Star Cast**

For further information and complete list, write to Commonwealth Film and Television, 723 Seventh Avenue, New York 9, N. Y.

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**Directory of Film Buyers**

(Continued from previous page)

<table>
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<th>Film Buyer Title</th>
<th>Intercom- Hrs. of noted Film per Week</th>
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<td>DAYTON</td>
<td>WHIO-TV</td>
<td>45 S. Ludlow St.</td>
<td>J. Hodgkinson</td>
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<td>WLWD</td>
<td>4595 S. Dixie Highway</td>
<td>R. Landers</td>
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<td>TOLEDO</td>
<td>WSPD-TV</td>
<td>136 Huron St.</td>
<td>Elaine Phillips</td>
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<td>P. Worchester</td>
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<td>CITY</td>
<td>KOTV</td>
<td>3025 Frankfort</td>
<td>C. Thompson</td>
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<td>ERIE</td>
<td>WICU</td>
<td>35th &amp; State Sts.</td>
<td>F. Cummins</td>
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<td>JOHNSTOWN</td>
<td>WJAC-TV</td>
<td>329 Main St.</td>
<td>C. Vanda</td>
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<td>LANCASTER</td>
<td>WGA-TV</td>
<td>8 W. King St.</td>
<td>W. Tillman</td>
<td>Yes 18</td>
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<td>Dir. of Film Progs.</td>
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<tr>
<td>PHILADELPHIA</td>
<td>WCAU-TV</td>
<td>1622 Chestnut St.</td>
<td>C. Vanda</td>
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<td>Clark Blvd.</td>
<td>C. Thompson</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Film Dir.</td>
<td></td>
</tr>
<tr>
<td>PROVIDENCE</td>
<td>WJAR-TV</td>
<td>176 Weybosset St.</td>
<td>J. Orchard</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>WMCT</td>
<td>P. O. Box 311</td>
<td>W. Mount</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>NASHVILLE</td>
<td>WSM-TV</td>
<td>301 Seventh Ave., N.</td>
<td>W. Mount</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>TEXAS</td>
<td>KBTY</td>
<td>M &amp; W Tower Bldg.</td>
<td>L. DuPont</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KRLD-TV</td>
<td>Herald Sq.</td>
<td>R. George</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>FORT WORTH</td>
<td>WBA-P-TV</td>
<td>3900 Barnette St.</td>
<td>L. Trammell</td>
<td>No 45</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Film Dir.</td>
<td></td>
</tr>
<tr>
<td>HOUSTON</td>
<td>KLEE-TV</td>
<td>Milby Hotel</td>
<td>M. Johnson</td>
<td>No 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chief of Ops.</td>
<td></td>
</tr>
<tr>
<td>SAN ANTONIO</td>
<td>KEYL</td>
<td>Transit Tower</td>
<td>J. C. Sanford</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>WOAI-TV</td>
<td>P.O. Box 2641</td>
<td>H. Youngblood</td>
<td>No 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>SALT LAKE CITY</td>
<td>KDL-YTV</td>
<td>143 S. Main</td>
<td>D. Rainier</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KSL-TV</td>
<td>Union Pacific Bldg.</td>
<td>D. L. Murdoch</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dir. TV Oprs.</td>
<td></td>
</tr>
<tr>
<td>NORFOLK</td>
<td>WTAR-TV</td>
<td>Nat'l Bank of Com. Bldg.</td>
<td>H. Hathaway</td>
<td>Not on Air</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Prod. Mgr.-Dir.</td>
<td></td>
</tr>
<tr>
<td>RICHMOND</td>
<td>WTVR</td>
<td>3301 W. Broad St.</td>
<td>C. Reinhard</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>KING-TV</td>
<td>Smith Tower</td>
<td>L. Schuman</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>SEATTLE</td>
<td>KING-TV</td>
<td>Smith Tower</td>
<td>L. Schuman</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>HUNTINGTON</td>
<td>WSAZ-TV</td>
<td>720 E. Capitol Dr.</td>
<td>J. Ferguson</td>
<td>No 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Dir.</td>
<td></td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>WTMJ-TV</td>
<td>720 E. Capitol Dr.</td>
<td>J. Robertson</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Program Mgr.</td>
<td></td>
</tr>
</tbody>
</table>

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**March 6, 1950, Page 20 • TELECASTING, Page 66**
MADEMOISELLE magazine to launch series of one-minute television films based on fashions from each issue, according to Betsy Talbot Blackwell, editor-in-chief. Program involves unusual four-way production and distribution tie-up which includes magazine, fashion manufacturers, department stores and Vista Productions, New York, which will produce films. Manufacturers whose merchandise is featured will pay production cost. First series of three will be based on bridal fashions from April brides issue. Edward P. Rosenbaum of Vista Productions will supervise film production and distribution. Winik Films Corp., New York, to work with Vista on filmings.

Cardinal Co., Hollywood, will film its five weekly-quarter-hour *Sleepy Joe* program which features Jimmy Scribner, and syndicate it for TV as all star show. It was formerly five weekly feature on KECA-TV Los Angeles. . . . Telepix Corp., Hollywood, has completed one-minute singing commercial for a new brand of Sevenson's Table Salt. Agency: California Advertising, Hollywood. Firm recently completed television slides for Hudson Dealers, Los Angeles, through Lisle Simon Advertising, that city. Same firm produced three one-minute TV film commercials for Columbia Mills (window screens), Los Angeles. Agency: Taggart & Young, Hollywood.

Guy Warren, radio and television director, D. P. Brother & Co., Detroit, in Hollywood to supervise filming of commercials by Hallmark Fairbanks Productions, for Oldsmobile. Signed to appear in current spots now in production are Eddie Bracken, Virginia Bruce, Gale Robbins, Gail Russell, and Marjorie Reynolds. Town & Country Topic Productions, Los Angeles, filmed scenes at Date Festival at Riverside County Fair, Indio, Calif., for TV showings.

AGENCY GUIDE

AAA Reddie Check Lists

Three check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up guides to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time, according to chairman of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

**Te-Ve**

**PHONEVISION FILM**

**McDonald Hits RKO Refusal**

**COMMDR. E. F.McDONALD Jr.,** president of Zenith Radio Corps. Feb. 27 chided RKO Radio Pictures for being the first to refuse to rent film to Zenith for use on its 90-day commercial test of Phoneline.

In a letter to Gordon E. Youngman of the film concern, Commdr. McDonald noted that "television is hammering on the doors of the movie radio, theatrical and a number of other allied industries. . . . It's a shame that some of the executives in these industries don't seem to be home." The Zenith president said it was his opinion that both his company and the film company should "do everything we can to welcome the advent of television and cooperate mutually to make the most and wisest use of its promise. If we don't there are plenty of other people standing in line who will," he stated.

 objectives. For example, that the movie industry's distribution system "has been traveling in the same old sailing ship for more than 40 years," he said the structure was "never completely sound." He continued:

The sails (exhibitors) have always been too heavy for the hull, but the ship did all right because your industry has, for the most part, enjoyed smooth sailing in the trade winds. Now television has come along and began shaking the sails full of holes. Moreover the old hull is beginning to show some leaks, and the sails are too far gone for repair. You have tried better try out the new lifeboat, Phonevision, before your ship sinks any further and leaves you floundering.

Commdr. McDonald said the fundamental question about Phonevision is "how much movie entertainment will people pay for in their homes?" . . . "If that answer to that question is worth a half million dollars to me," he continued, "it's certainly worth a half billion to you. But this text is on me."

**TV FILM ISSUE**

**TV ACHarges SAG Impedes Action**

The Television Authority, an amalgam of talent unions, last week charged the Screen Actors Guild with impeding peaceful settlement of the jurisdictional dispute over television film.

George Heller, national executive SAG board of directors, accused the guild of taking "a backward step on the road to peace."

A month ago SAG advised TVA that "further exploration of partnership would appear to be a waste of time" if the guild were not granted the right to decide rates and conditions for film television and for the re-use of film on TV stations.

In his letter, Mr. Heller wrote: TVA is convinced that the principle of re-use of film or kinescope is one of the most important objectives to be obtained in any collective bargaining agreement to be negotiated on behalf of television performers.

SAG's proposal would mean that many thousands of performers who are not members of the Screen Actors Guild must submit to a decision in this vital matter without having their own wishes recognized and without permitting those members a part in determining of this most important issue.

Partnership arrangement presupposes that both partners will have an interest and vote in matters affecting the partnership. What the Screen Actors Guild evidently proposes is an empty partnership arrangement where one partner, the Screen Actors Guild, would have the sole determination of the most important single objective desired by television performers—namely, the reuse of film principle. TVA in good conscience cannot accept such a proposal.

Separate Meetings Proposed

The SAG also had proposed that separate membership meetings of TVA and SAG be held, in contradiction to the TVA proposal for joint membership meetings.

Mr. Heller objected to this rejection of the proposal for joint membership meetings. Separate meetings he said, "would continue a deadlock and thus not afford the performers working in television their democratic rights of self-expression and determination."

Mr. Heller told the SAG board that TVA "regretfully concludes that the latest Screen Actors Guild proposals make extremely difficult the resolution of our present differences, and we most earnestly urge that the circumstances warrant that the Screen Actors Guild reconsider its position so that together we can go forward in the interests of our joint membership."

**CBS FILM PLANS Will Explore, Says Stanton**

Although CBS does not intend to branch out into motion picture production, it will explore the fullest potentials of filming programs for TV in Hollywood.

So declared Frank Stanton, CBS president at a Hollywood news conference last Tuesday. Such assignments, under CBS supervision, would be farmed out to motion picture units set up for that purpose, he advised. Considerable experimenting will be done on 85mm.

Films are better quality than kinescope, he conceded, but the cost factor makes them prohibitive at present because the medium's circulation is relatively small for high priced shows. Music also is a deteriorating factor in films for TV at this time, he reminded.

Dr. Stanton stated that a better job can be done by live telecasting, but filming of shows will open up the vast reservoir of talent available in Hollywood.

Spiking contrary reports, Dr. Stanton declared that there are no negotiations under way at this time for the network to acquire its own Hollywood TV station.

"We are happy with our present Los Angeles Times partnership," he said, adding "however, we might find it advantageous to own our own station here due to importance of this originating point." he said.

He was in Hollywood to participate in a CBS affiliates meeting last Monday (see story, page 41).

**TELEVISION SHORTS are being made . . . to advertise and sell products.**

---

**March 6, 1938**

**TELECASTING**  

**Vogue-Wright Studios**

237 EAST NORTHERN STREET

**CHICAGO 11, ILLINOIS**

**behind this door**
TV Network Gross

(Continued from Telecasting 8)

purchases of $600,120 for Liggett & Myers Tobacco Co. and National Biscuit Co.

Smoking materials—cigarettes, tobacco, lighters—were the leading class of goods advertised on network TV during the year, with automobile advertising second and food advertising third. Advertising of radios and TV sets ranked fourth, with toilet goods advertising fifth. For the month of December the same five product groups led in amounts spent on TV networks, but their order was different than for the full year: Automobile advertising was first, smoking materials second, radios and TV sets third, foods and toiletries fifth. (See Table IV for product group breakdowns for December and the year.)

Table V lists the leading TV network advertiser in each product group, on full list of networks used during 1949, with the amounts spent by each, follows:

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>1. Agriculture &amp; Farming</td>
<td>1,901,294</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>6,273,575</td>
</tr>
<tr>
<td>Automotive, Automotive Equip.</td>
<td>3. Automotive, Automotive Equip. &amp; Access.</td>
<td>241,127</td>
</tr>
<tr>
<td>Aviation, Aviation Equip. &amp; Access.</td>
<td>4. Aviation, Aviation Equip. &amp; Access.</td>
<td>59,345</td>
</tr>
<tr>
<td>Building Materials</td>
<td>5. Building Materials</td>
<td>21,760</td>
</tr>
<tr>
<td>Business Services</td>
<td>6. Business Services</td>
<td>480,150</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>7. Consumer Services</td>
<td>424,712</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>8. Entertainment &amp; Amusements</td>
<td>126,050</td>
</tr>
<tr>
<td>Food &amp; Tobacco Products</td>
<td>9. Food &amp; Tobacco Products</td>
<td>12,060</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>10. Gasoline, Lubricants &amp; Other Fuels</td>
<td>5,920</td>
</tr>
<tr>
<td>Furniture, Household Equipment</td>
<td>11. Furniture, Household Equipment</td>
<td>2,037,075</td>
</tr>
<tr>
<td>Housekeeping, Travel &amp; Resorts</td>
<td>12. Housekeeping, Travel &amp; Resorts</td>
<td>5,530</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>13. Miscellaneous</td>
<td>297,500</td>
</tr>
<tr>
<td>Total</td>
<td>13. Miscellaneous</td>
<td>12,335,405</td>
</tr>
</tbody>
</table>

Table IV

<table>
<thead>
<tr>
<th>TV Network Time Sales for Each Product Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Group</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Agriculture &amp; Farming</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Automotive Equip.</td>
</tr>
<tr>
<td>Aviation, Aviation Equip. &amp; Access.</td>
</tr>
<tr>
<td>Building Materials</td>
</tr>
<tr>
<td>Business Services</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
</tr>
<tr>
<td>Food &amp; Tobacco Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
</tr>
<tr>
<td>Furniture, Household Equipment</td>
</tr>
<tr>
<td>Housekeeping, Travel &amp; Resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

PUBLISHERS Information Bureau reported last week that gross billings of ABC, CBS, and NBC television stations in January 1950 were $1,901,294. DM figures were not available. PIB figures follow:

NETWORK TELEVISION

January 1950

<table>
<thead>
<tr>
<th>Network</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,273,575</td>
</tr>
<tr>
<td>CBS</td>
<td>144,620</td>
</tr>
<tr>
<td>NBC</td>
<td>13,650</td>
</tr>
<tr>
<td>Total</td>
<td>$7,993,200</td>
</tr>
</tbody>
</table>

JOHNS Hopkins U. and WMAR-TV Baltimore jointly sponsed 10-week lecture course entitled "A General Introduction to Television," open to regular students or any interested persons.

BROADCASTING • Page 68

PIB JAN. REPORT

3 Networks Bill $1,901,294

PUBLISHERS Information Bureau reported last week that gross billings of ABC, CBS, and NBC television stations in January 1950 were $1,901,294. DM figures were not available. PIB figures follow:
When is a dot not a dot?

Look carefully at the pictures on this page, to see how television creates an image.

No. 2 in a series outlining high points in television history.

Photos from the historical collection of RCA

As parlor magicians say: “The hand is quicker than the eye!” But modernize the statement so that it becomes: Television magic is quicker than the eye—and that’s why you see a photographic image of motion... where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

Surprisingly, few people know that newspaper pictures are masses of tiny dots “mixed” by the eye to make an image. Even fewer know that the same principle creates a television picture... and, when picture after picture comes in rapid succession—30 a minute—the eye sees motion.

Devising a successful way to “scan” an image—to break it into dots which could be transmitted as electrical impulses—was one of television’s first basic problems. Most of the methods dreamed up were mechanical, since electronics was then a baby science. You may remember some of the rude results transmitted mechanically over experimental television stations.

Television as we now know it, brilliant images on home receivers, begins with the invention of the iconoscope tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic “eye” of the television camera, this amazing tube scans an image—“sees” it even in very dim light—translates it into thousands of electrical impulses which are telecast, received, and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today’s home television receivers.

And, just as the first flickering “30-line” pictures—produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today’s supersensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots racing in sequence across a television screen, it automatically “mixes” them into a moving photographic image.

RCA
Radio Corporation of America
WORLD LEADER IN RADIO-FIRST IN TELEVISION

Felix the Cat was the “stand-in” when this 60-line image was made mechanically in tests at NBC’s first experimental television station.

Improved definition is obvious to anyone in this all-electronic 120-line image of Felix—transmitted in the early days of NBC television.

By increasing the number of scanning lines to 441 lines in each picture frame, RCA scientists gave us a sharper, clearer television image.

And here you see the deep blacks, clear whites, and subtle halftones as transmitted by NBC with our present 525-line scanning system.
Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

You can use the TV 655 on a stand, in the hand, or on a boom...or you can easily conceal it in studio props. No additional closely-associated auxiliary equipment is required! Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy.

Fully field tested and proved...the TV 655 gives you custom-built quality, plus complete, rugged versatility. It's your answer to complex microphone problems in studio and remote telecasting and broadcasting, indoors and outdoors. Ideal, too, for special events announcing, sportscasting, audience participation, street interviews, recording and high quality sound amplification.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Choice of durable, gleaming Alumilite or brown baked enamel finish. Model 655. List Price $200

Model 655A. Similar, but with acoustically-treated, pop-proof strong wire-mesh grille head. Stops wind and breath blasts. Eliminates wind rumble in outdoor pickup. List Price $200

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Model 655. Ultra-Wide Range, High Fidelity Response • More Rugged, More Versatile • Individually Laboratory Calibrated
PORTS RIGHTS

Court Dismisses WMAN Suit

MAN Mansfield, Ohio's wrt of
mandamus and an injunction
ought against the Mansfield Board
Education, so that the station
ight broadcast local high school
basketball games live [BROADCAST-
ng, Feb. 19], has been dismissed
Richland County Common Pleas
udge G. E. Kalbfleisch.

In handing down his opinion, 
udge Kalbfleisch stated that the
record evidence in the case did not
clude that the board of education
rols, promotes or supervises
activities set forth in the WMAN
ation. "The law in Ohio does not
orize the board of education to
ote, finance, conduct, control,
supervised said events," the judge

After the court ruling Feb. 17, 
artin O'Hara, WMAN presi-
and general manager, said the
ition will be taken before the
field High School athletic
ard.

Prior to the court hearing, the
board expressed willingness
t WMAN to broadcast the
games live on a four-year con-
c. Station heretofore has had to
trecord games for broadcast-
er. However, the two stipula-
tions—to which WMAN would not
ply—were that the game broad-
its be Unsponsored and that
AN would have to carry every
me for the four-year period,
xing mechanical failure, or the
tract would be null and void.
ning to enlist public support,
AAN reported receiving over
00 letters supporting its stand.

Will Examine CBC

ARLIAMENT is to appoint a
cio committee soon, it was an-
ounced at Ottawa last week. The
mittee will examine operations
the Canadian Broadcasting

LIBEL and
SLANDER

Invasion of Privacy

For the Wise Broadcaster

INSURANCE

PROVIDES PROTECTION

Surprisingly inexpensive

CARRIED NATIONWIDE

For details & quotations

Employers’

Reinsurance

Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

How to Get
That Homework Done

Miss Gilbert, our grammar school
principal, spoke the other night at the
regular Parent-Teachers' meeting, on
getting children to do their home-
work when they want to sit and listen
to the radio.

"We mustn't give them a flat 'no'," 
Miss Gilbert said. "If we adults really
believe in tolerance and moderation,
we should instill these qualities in our
children. Listening to the radio is fine
—in moderation—as long as home-
work gets done, too."

From where I sit, the lady was
dead-right. This radio vs. homework
problem is a wonderful way to see to it
that our youngsters acquire the
good, sensible moderate habits they'll
need later on in life.

I've never believed in hard and fast
rules—except where absolutely neces-
sary. Let the other fellow do as he
likes, as long as he's temperate and
tolerant. Guess that's why I've never
felt we should quarrel with the fellow
who is partial to a glass of beer—the
"Beverage of Moderation."
Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 p.m., at end of evening edition's run. But publisher got replacement parts in a hurry just as he gets letters, mats, news photos — by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 p.m. Shipping charge $2.88. Morning edition published as usual.

Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's fastest and most convenient.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.

Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Commercial

CARL WARD named general sales manager of WCCO Minneapolis. He joined station in 1945 as promotion manager and became member of sales staff in 1948. ARMIN FURCH, formerly with WMAW Milwaukee, joins station's sales staff.

DOUG FISHEL, former commercial manager of KREO Indio, Calif., and KEGO Missoula, Mont., joins KXO El Centro, Calif., as an account representative.

ADAM J. YOUNG Jr. Inc. named as national representative for WINX Washington.

JAMES H. LEE, formerly manager of Ewing outlet, WVIM Vicksburg, Miss., appointed commercial manager of Ewing's WMIS Natchez, Miss.

WESTERN RADIO SALES named Pacific Coast representative of KVOE Santa Ana, Calif. DONALD COOKE Inc. appointed KVOE representative for rest of country.

BOB LEE, formerly commercial manager of CKY Toronto, becomes national sales representative of CHUM Toronto in Toronto area.

JOHN D. ROVICK, director of program operations and film director of KTVP Los Angeles, named sales service manager. He succeeds RALPH G. TUCHMAN, who was shifted to special assignment on KTVP Newsreel.

DORA C. DODSON resigns as southern manager of Joseph Hershey Mc Gillivra Inc., station representative, effective March 13. Successor will be named soon, according to company.

J. LESLIE FOX, formerly Los Angeles manager of Paul H. Raymer Co., station representative, joins KTLA Pasadena, as account executive.

TRANSIT RADIO Inc. named national sales representative of The Metropolis Co., operating through WHJP-FM Jacksonville, Fla.

WILLIAM B. ESTES, formerly station manager for WGAA Cedartown, Ga., joins commercial staff of WSB-AM-TV Atlanta, Ga.

FEN JOB appointed commercial manager of CKY Toronto, replacing BOB LEE, (see above).

WARD INGRIM, vice president in charge of sales for Don Lee Broadcasting System, Hollywood, is in New York for two weeks conferring with offices of John Blair Inc., national sales representative, and also contacting clients on future business.

IRA MORTON, formerly of Jones Franklin Agency, Chicago, joins Headley-Read Co., station representative, same city, as salesman. He is author of new syndicated television column, "Watching All Channels."

ROGER STICH, formerly assistant program director of WWDC Washington and commercial salesman for WWDC-FM, named to WWDC sales staff.

AL MADDEN, formerly CBS network salesman, joins KCBS San Francisco sales staff.

DON MACLEOD, ex-commercial manager of CHUM Toronto, appointed commercial manager of CKNW New Westminster, B. C.

FERDY BAGLO, CKNW music director, leaves that post to become account executive. AL KLEMAN leaves CKMO Vancouver, B. C., to become account executive at CKNW. WARREN JOHNSTONE, on leave of absence from CKNW for past year, returns to station as account executive.

BRUNDIGE TO WPEN
Will Air Phillies Games

BILL BRUNDIGE, sportscaster at WINX Washington, has resigned to handle broadcasts of the Philadelphia Phillies 1950 baseball games over WPEN Philadelphia. Beginning with the exhibition schedule starting March 11, Mr. Brundige and Gene Kelly, formerly with WTOP Washington, will broadcast both home and road games (Broadcasting, Feb. 27).

In addition to WPEN, Mr. Brundige has served with Washington outlets WOL and WOIC (TV) and has freelanced on WMAL-TV and WTTG (TV) and on MBS and NBC. N. W. Ayer, for whom Mr. Brundige has broadcast football for four seasons, is handling the games for Atlantic Refining, Baltimore Ale & Beer and Seatte.

NEW SCHEDULED AIRLINES of the U.S.

A service of Railway Express Agency and the

Page 72 • March 6, 1950
ON BRUCE named program and production director of programming schedule and local production for WKEN Youngstown, Ohio. JACK JUREY succeeds him as news editor. Mr. Bruce joined WKBK in 1940 as newscaster. He previously was with KSAL Salina, Kan., for four years.

DOUGLAS ARNOLD, announcer, resigns from WPAT Paterson, N. J. He will do freelance and promotion work.

ROBERT SUTTON, of WCCO Minneapolis, production director, appointed program director succeeding LEE LAMB, who will join radio department of Leo Burnett Co., Chicago. Mr. Sutton joined WCCO in 1929 as staff writer. GEORGE A. CRUMP joins WRCB Arlington, Va., as announcer. He was formerly with WCRO Johnstown, Pa.

O’E SPINA joins announcing staff at WCPQ-AM-FM Cincinnati.

JACK RAYEL, formerly with DuMont Television Network as daytime program manager and assistant network program director, joins NBC-TV as supervisor of program procurement. He originally worked for NBC guest relations in 1959, and later in NBC’s personnel and information departments and as a senior staff announcer. LeROY KOPP, KCBS San Francisco staff announcer, is the father of a girl, Cynthia Jane.

EDDIE DIMOND and TOM LAUER have been added to TV program staff at NBC Chicago. Mr. Dimond, named stage manager for the Jack Carter portion of network’s Saturday night show, has had more than 20 years of theatrical and stage work. Mr. Lauar, assistant producer on the Carter show, is a former stage manager of INSIDE USA on video.

MARVIN MILLER takes over lead in KECA-TV Hollywood half-hour weekly Mysteries of Chinatown. Other recent changes on program include naming of RIK VOLLAERT as producer-writer; ROB HAWK, radio quiz m.c., and Mary Rechner as associate producer.

JOHN SUEHRMAN, announcer, adds a new Dan Dalley picture “I’ll Get By,” being produced by 20th Century-Fox.

COLUMBIA Drama Festival. He won it on his performance in production of “Papa Is All.”


LESLIE SPURGEON, formerly continuity writer on Queen for a Day, joins KRON-TV San Francisco program department.

FRANK HENNESSY, formerly with WSNY Syracuse, and FRED JESKE, previously with WAGJ Syracuse, join announcing staff of WNDR Syracuse.

JAMES J. FERGUSON appointed program director at WSAZ-TV Huntington, W. Va. He formerly was with WPIL-Ovington, Ky., and more recently with WLWT (TV) Cincinnati. He has been with WSAZ-TV as producer for past three months.

ED SCHAUGHENSTEY, m.c. at KEKA Dallas, received Certificate of Merit from Disabled American Veterans for his work helping disabled veterans.

JOE CLEVERLY, WLYK Oklahoma City staff announcer, is the father of a boy Phillip Thomas.

TED BOOTH joins announcing staff at WJAX Jacksonville, Fla. He formerly was with WIGC Brunswick, Ga.

ROGER COHEN, radio quiz m.c., and Mary Rechner will be married April 11.


L. W. O’CONNELL, TV production lighting supervisor, and DARRELL E. ROSS, stage supervisor, join KECA-TV Hollywood.

SALTY MALLANTS, fishing and outdoor commentator on WIOD Miami, received 1965 citation from Sportman’s Research Institute, Encino, Calif. Award is for writing and editing outstanding outdoor column.

JERRY FLYNN, formerly of WBT Baton Rouge, N. Y., starts new program at WRNY-AM-FM Rochester, N. Y. He recently left Naval Academy where he was Athletic publicity director.

TEXAS JIM ROBERTSON, western movie star and RCA recording artist, signs to do program over WATV Newark, N. J.

FLETCHER MARKLE, Hollywood radio producer-director, signed to “That Time Producer Contract.”

LEE WILDER, girl record m.c., starts three-weekly midnight show, Lee Wilder Presents the Jazz Tempo, on KFWB Hollywood.

PAT BREENE, feminine disc jockey at KTUL Tulsa, has written her first song, “Shattered Dreams,” which has been recorded by Bullet Recording Co.

DON PHILLIPS, announcer at KKOK St. Louis, awarded “Best in Speech” citation by Morse School of Expression. He previously was with Office of War Information and NBC.

TED TOLE, ABC Hollywood producer, is the father of a girl, Elizabeth Patton.

AL JARVIS, disc m.c., named “Mr. Los Angeles” by Los Angeles County Supervisor Raymond Y. Darby in recognition of “many services on behalf of community welfare.”

WILLARD WATERMAN of CBS Leave It To Jane, starts role in forthcoming Universal-International film “Louisa.”

WALTER PHILLIPS takes over morning disc jockey show at WCPO Cincinnati. He succeeds MALCOLM RICHARD, resigned. Mr. Phillips also has another show at night.

GORDON ATKINSON leaves CFRB Toronto to become staff librarian at CHUM Toronto. CHUCK COOK, former disc jockey at WEBR Buffalo, joins CHUM in same capacity.

MARGARET KERRY, co-m.c. with Al Burton on Tele-Teen Reporter on KECA-TV Los Angeles, is assistant choreographer on the new Dan Dalley picture “I’ll Get By,” being produced by 20th Century-Fox.

W. VA. GROUP MEET

Annual Election Is March 18 ANNUAL election of the West Virginia Broadcasters Assn. will be held at the Chancellor Hotel in Parkersburg on Saturday, March 18, according to John S. Phillips, general manager of WCAW Charleston and association president.

Other business will include a discussion of the realignment of West Virginia with a different NAB district. A new president will be named to succeed Mr. Phillips, who, under the constitution, cannot succeed himself.
Headless Wrestler

MORE than 21,871 entries have been counted so far as result of unique television contest called "Put-A-Head-On-It" on WRGB (TV) Schenectady, N. Y. Contest is being promoted as a part of two-hour television show sponsored by New York TV Station, Originating in Chicago, features big-time wrestling. Contest entrants are required to draw head on headless wrestler depicted on entry blanks obtained from taverns, grocery stores, restaurants, etc., in areas covered by station.

Selling That Shines

FOLDER, appropriately decorated with Kansas sunflower and supplemented by tool for window cleaning, is latest promotion directed at prospective sponsors by WIBW Topkea, Kan. Titled "Make Your Kansas Selling Record Shines," brochure says: "It's quicker- and easier to make windows or windshield shines, with the help of this brand new window cleaner. And, with the help of WIBW, it's quicker and easier to make your Kansas selling record shine too."

Christmas in February

CHRISTMAS card, sent to trade last week by WOY New York with notation that card was "mailed late on purpose" tells of campaign begun of age of 10 Christmas cards for 25c and Torino Brand label, which resulted in complete mailing of 8,000 packages. Directed at Italian listeners, promotion also was shared by WHOM New York, WOJD Philadelphia, Vinti Advertising Agency, in behalf of client, J. Osolca & Co., manufacturer of Torino Brand. Promotion received at WOY amounted to $2,121, not counting 867 letters that arrived after listeners were asked not to send in any more requests.

WBBB Birthday

CELEBRATING its third anniversary last week, WBBB Bethesda, Md., and advertisers gave away, on basis of every hour, a radio, and on Saturday, a television set. Merchandise value totaled nearly $1,600. Each sponsor of WBBB's third year, as well as window cards and store displays.

Spot Results

As result of three-one-minute spots on show presented by WDTV (TV) Pittsburgh, station reports over 1,800 potential customers were garnered for local sponsors in eight-day period. Commer-
cials appeared on Home Is Happiness program and were used to demonstrate "Sea Breeze," antiseptic skin aid. After each announcement, free sample offer of product was issued or requests are still coming, station reports.

Battle's Pajamas

DESCRIBING it as one good way to get to seat of government, Governor John S. Battle of Virginia presented seat of his pajamas, in special cere-

mony, to Don Haynes, "The Man the Sealed Car." Ceremony was ranged by WMGB Richmond.

Haynes has been seated in his car for 12 months and is accepting challenge of Art Linkletter of NBC People Are Funny to seat of pajamas for 12 months and collect pajama seats from all 48 governors.

Features Perry

WLAW Lawrence, Mass., is distributing six-page promotional booklet feat-
turing Bob Perry and his Melody Merry Go Round heard every afternoon, Monday through Friday. Printed on light green paper with ink of darker hue, booklet displays picture of M. C. Perry on cover, also format of show, biographical sketch of Mr. Perry, trade-paper review of program, publicity blurbs, commer-
cials, and pictures of stars of stage, screen and radio who guested on show.

Toors for Safety

ROBERT YOUNG, star of NBC Father Knows Best show, is on two-weeks personal appearance tour in Albany, New York City, and Washington, D.C., in connection with National Highway Safety Campaign. For past two months Mr. Young has been promoting campaign aimed at teen-age drivers on his weekly radio show, in coopera-
tion with Inter-Industry Highway Safety Committee and National Auto-
mobile Dealers Assn. Maxwell House Coffee sponsors Father.

Commandments for Safety

FOR best "Ten Commandments of Traffic Safety" sent in by students, $300 in merchandise is being offered as prizes by Joe Adams, record m.c., in traffic safety campaign, during his midday 3/4 hour Joe Adams Show on KOWL Santa Monica, Calif. Prizes are donated with no air time given. Committee to judge best entry is com-
posed of outstanding civic and govern-
ment personnel.

Personal

FREDERICK N. LOWE appointed promotion manager for WTAR-AM-
FM-TV Norfolk, Va. He also is promotion manager of Norfolk News-
papers Inc. and president of Na-
tional Newspapers Publishing Assn.

OSCAR ALA-GOOD, public serv-
ices director of WKY Oklahoma City, is the father of a girl, Pamela.

CHARLES BALTIN named to head new sales promotion and public rela-
tions program department at WHOM New York.

1930—1950

20th Anniversary Year

40.0

"HOOPER" **

* (average 5 periods winter, 1950)

proves the best buy

in DANVILLE, VA.

is

BFTM

5kw (d) ABC 1kw (u)

Res: HOLLINGBERY

BROADCASTING • Telecasting
COMMERCIALS and dramas are tops in popularity among Pittsburgh dis- trict housewives, according to a recent poll conducted by Guide-Post Research. Taking the question, “What radio programs would you miss most if they were no longer broadcast?” Guide-Post polled 1,500 house- wives.

Charles F. Ackenhall, survey di- rector, said 44% of the votes were for comedies, mysteries or plays; 29% voted for musical programs; 12% for news; 12% for quiz, interview or giveaway shows; 4% for sports and 3% for religious pro- grams (see chart).

Mr. Ackenhall said the survey covered Pittsburgh and 100 sur- rounding towns and townships, pro- portional to population, economic and related factors.

Ten most frequently mentioned

**NEW TRADE UNIT**
**Forms in Southwest**

EMPHASIS will be placed on re- gional as well as national prob- lems related to the radio industry by the West Texas-New Mexico Broadcasters Assn., newly-formed broadcasters' trade organization, announced in Big Spring, Tex., last week.

Membership is open to all sta- tion operators in the area, the announ- cement said. Jack Wallace, KBST Big Spring, is president and J. M. McDonald, KCBS Midland, Tex., secretary-treasurer. Directors are Jack Hawkins, KRIG Odessa; Harley Hubbard, KXXO Sweet- water; Lewis Seilbert, KGKL San Angelo; W. D. Dixon, KVWC Vernon; R. E. Bruce, KRUN Bal- linger, all of Texas, and W. E. Whitmore, KGFL Roswell, N. M.

Stations currently affiliated with the association are: KRG KGKL KCRS KGFL KVWC KXXO KBST KRUN; ROSA Odessa; KTXC Big Spring; KIUN Pecos; KTXI San Angelo; KYLP Alpine.

EXPANDED cooperative benefit plan covering group life, accidental death and dismemberment and hospital and surgical expense benefits for its em- ployees and their dependents went into effect at KTTV (TV) Hollywood March 1. Prudential Insurance Co. of Amer- ica is underwriter.

GUIDE-POST POLL

**Comedies, Dramas Tops in Pittsburgh**

This chart shows how the “listening” pie is cut up among Pittsburgh housewives.

* * *

**PHILLIPS NAMED**

**Joins Fairbanks Agency Sales**

PAUL C. PHILLIPS, Hollywood producer-director and advertising agency executive, has joined Jerry Fairbanks Productions, as West Coast sales manager, in line with company expansion plans. Russ Johnston, vice president in charge of sales and distribution made ap- pointment last week.

Nat Wineoff, head of Fairbanks Music Publishing Co. who was acting director of West Coast sales during absence of a department manager, will continue to aid that division of the firm in an executive capacity, according to Mr. Johnston.

In agency work for more than 15 years, Mr. Phillips has been associated with such firms as Foote, Cone & Belding, and Ted Bates Inc. More recently he was partner in Impact Films, Hollywood.

A. C. NIelsen Co.

Research Firm Promotes Two

A. C. NIELSEN Jr. has been named administrative vice presi- dent of the A. C. Nielsen Co., Chi- cago marketing research firm, by the board of directors. Also ap- pointed was J. P. Napier as execu- tive vice president.

Mr. Nielsen, son of the firm’s founder, has served his father as assistant to the president. In his new position, he will work as adminis- trative head and coordinator of all Nielsen Food and Drug Index activi- ties in the U. S. He is a director of the company and of its British and Australian subsidiaries. Mr. Napier, a director of A. C. Nielsen Co. of Canada Ltd., of which he is founder and first president, also has worked as vice president and assistant to the president of the parent company. He is now di- recting Drug and Food Index sales and client service activities in the Western division, from Buffalo to California.

FOR sixth consecutive year ABC will broadcast coast to coast annual awards presentations of Academy of Motion Picture Arts and Sciences being made this year on March 23 from Pantages Theatre, Hollywood. Broadcast will be aired on ABC West Coast network at 10:18 p.m. (PST) and East Coast network 11:00 p.m. (EST). In addition it will be carried by Armed Forces Radio Service to army posts overseas.

The stars of today and tomorrow are

\[ YOURS FOR MORE SALES \]
\[ ... with the new era in \]

**Thesaurus**

Here’s June Christie

WITH THE JOHNNY GUARNIERI QUINTET

The new Thesaurus brings you bigger and better programming packages with top-sponsor-appeal...top name artists! You get comprehensive programming, promotion, publicity...a steady flow of current tunes and material...net- work-quality production. Wire or write today for full details!

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago - Hollywood

BROADCASTING • Telecasting

March 6, 1950 • Page 75
WILL YOLEN, president of Yolen, Ross & Salman, public relations firm, New York, resigns and sells his interest in company to HAL A. SALZMAN. He will continue as general consultant for Y&S, however, as well as for other publicity and public relations organizations. Y&S services following accounts: Ronson, Topps chewing gum, Lee Hat Co., Poisies, a division of Tepton and other industrial clients.

DUANE MCKINNEY, former NBC producer-director, joins Official Film and Television Inc., New York, as executive producer. He also will head talent department and will screen all new material for company.

SCREEN PUBLICISTS GUILD preparing package series of 39 half-hour radio programs built around outstanding names in Hollywood history. Writing original scripts are LOU VITES and BOB JOSEPH.

GEORGE R. GUYAN, Western sales manager of WGN Chicago, joined Radio Features Inc., Chicago syndicated transcription firm March 1 as salesman. He is former operations manager at WBBM Chicago.

MAX GILFORD, secretary and general counsel of Pegassus Inc., Hollywood television producer, named chairman of nominating committee of Television Producers Assn. for 1950. Appointed to committee were: FRANK DANZIG, ROBERT OAKLEY, EDITH TODESCA, SAMUEL HERRICK, JOSEPH AINLEY.

O'BRIEN & DORBANCE Inc., New York, appointed by Weed & Co., radio and television station representative, WBBR (FM) STAFF Students To Man B. U. Outlet

WBBR (FM) Boston, new non-commercial educational outlet owned and operated by Boston U., will be staffed entirely by students from the radio division of the university's school of public relations, according to Dean Howard M. LeSourd of the college, and Prof. Samuel B. Gould, radio division director.

The following students will handle station's administrative functions:

Program manager, John C. Raleigh, Boston; chief engineer, Richard S. Bean, Boston; chief announcer, James P. Hinckley, Boston; promotion and publicity, John F. Kineman, Lancaster; production supervisor, Margaret V. Lund, Nahug, N.H.; newswoman supervisor, Glen H. Shetter, Hanover, Pa.; special events, Kenneth Stodder, Stoneham, Mass.; continuity supervisors, Donald M. Anderson, Do-chester, Mass., and talent bureau supervisor, John R. Lancaster, Philadelphia. WBBR (FM) is licensed to operate on channel 215 (96.9 mc) with power of 400 w.

and National - American Wholesale Lumber Assn., to handle advertising.

HENRY S. WHITE re-elected as president of World Video Inc., New York, who was also re-elected were JOHN STEINBECK and RICHARD H. GORDON Jr., as vice presidents; IRVING G. OPPENHEIMER, secretary-treasurer, RICHARD STROUT PRODUCTIONS, Hollywood, specialist in custom radio, television, and motion picture productions, was awarded four-minute syndicated radio shows. Productions, described in booklet which may be obtained by writing 607 Fifth Ave., New York.

CLIFFORD GREENLAND, commercial manager, Associated Program Service, now on three-weeks trip to Virginia, North Carolina and South Carolina subscriber stations.

DALE MCKINNON Inc., New York, has sold package of 234 half-hour transcribed program units of mystery features and musical shows to WFIL Philadelphia.

Equipment PINCKNEY B. REED, former field sales administrator of RCA Engineer- ing Products Dept., named manager of Industrial Equipment section of company succeeding GEORGE McKENNA, whose promotion to assistant to W. W. Watts, vice president in charge of department was announced recently.

W. M. ANDERSON, appointed southwestern district sales manager, West- inghouse Electric Radio Corp., Chicago, will supervise sale and distribution of televi- sion and radio receivers in Texas, Colorado and New Mexico. He will headquartered in Dallas.


RARRY R. SEELEN appointed manager of Lancaster Engineering Section, RCA Tube Dep. He succeeds D. H. WRIGHT, who resigned, and now consultant to company.

WTNB CASE

New Complaint Against FCC has been filed with the U. S. Court of Appeals for the District of Columbia by Johnston Broad- casting Co., Chicago, charging the Commission's latest action in the WTNB Birmingham, Ala., case is illegal [BROADCASTING, Jan. 30].

Johnston Broadcasting, licensing of which was denied by FCC in December, has been adding to WTNB, to broadcast an application for a new station at Birmingham on 850 kc, told the court that FCC had erred as a matter of law in allowing Thomas N. Beach, original licensee of WTNB, to correct his application to switch WTNB from 97.5 kc to 1490 kc at 5 kw, which were not authorized. It was held by the court that WTNB may be switched to 1490 kc and 5 kw and could continue.

It was the grant of this switch to WTNB which Johnston Broad- casting appealed last year, in which the court reversed and re- mankind to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Attacks Acceptance Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broad- casting Corp., new licensee of WTNB, may file a substitute amendment to show it as appli- cant for the Beach frequency.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed amending the Beach amendment could be corrected by amendment only if the Commission's rules al- lowed. Comr. Jones held they do not.

SERIES of ten concerts by Utah Sym- phonj Orchestra will be aired by KSL Salt Lake City.

THREE MORE Canadian stations have joined the Canadian Assn. of Broad- casting. They are CKW, Bridgewater and CKFI Fort Frances, have been added to CABC membership, bringing total to 97.

ALL-INDUSTRY film "Lightning from the Sky" will be shown at a luncheon meeting in the Onesto Hotel, Canton, Ohio, Thursday (March 9) in connection with the 25th anniversary observation of WYRB Canton. One hundred indus- trialists, retailers, wholesalers and agency men have been invited to attend.

In observance of WHBC's anni- versary, a number of activities have been planned. Also on Thursday, a one-hour dedicator program will high light the development of WHBC during 25 years. Featured will be congratulatory messages from local citizens and organiza- tions, ABC officials and other per- sonages.

This week WHBC is presenting a series of special broadcasts dedi- cated to the school throughout the area. Mayors of the cities will voice salutes to the station. In addi- tion, the Lawrence Welk Miller High School Band, ABC feature, is to originate from Canton Wednes- day. On Thursday, WHBC will be saluted by Don McNell on his Breakfast Club.

A number of antiquated radio sets, obtained by WHBC from RCA Camden, N.J., are being displayed in store windows in the downtown area and special window cards calling attention to the anniversary have been placed throughout the area.

OHIO NEWSMEN ORANE Meet Set for May 7

ANNUAL meeting of the Ohio Assn. of Radio News Editors will be held in Columbus on May 7, ac- cording to Charles Day, ORANE president and news director of WAGR Cleveland.

Meeting plans include a luncheon featuring a name speaker, election of officers, and discussion of current problems facing radio newsman, including an Ohio privi- lege law to protect the sources of radio news reporters. Heading the committee in charge of the meeting is Frank Tate, of WOSU Columbus, aided by Paul Wagner, former ORANE president, and Gene Ragle WCLT production director.

The ORANE directors, at a re- cent meeting, voted to set the an- nual dues at $2.50 instead of the previous $5, and also voted en- dorsement and support of the sec- ond annual Radio News Editors Conference in June 17 at Kent State U.

AS PART of training of students of Ottawa High School of Commerce from four stations that have been studying operation of CROY Transmitting Station, they are to write essays on business or operation of station, which will be checked for accuracy by station officials.
Respects

(Continued from page 38)

"sold" on radio, Mr. Boggs remarks.

Mr. Boggs should know whereof he speaks, with respect to inter-

media competition, because he was grounded early in magazine line-

age, having sold black-and-white in 1925.

He began his radio career in January 1932 when he joined

WAQF Chicago. He later became commercial manager, and remained

there until 1937 when he was lured to WGN Chicago as a salesman.

In 1940 Mr. Boggs was appointed manager of WGN Chicago's New

York office, remaining for five years before returning to the 50

kw clear channel outlet as sales manager. He moved to WLOL as

president and general manager in January 1946 and handled national

accounts for the Twin Cities outlets.

His reign there was a successful one—with emphasis on sports and
disc shows. Within two years the station showed a handsome 25%-plus
boost in billings.

Moves to WMCA

In March 1949 Mr. Atlas, as

WMCA consultant, called on Mr.

Boggs to take over a shaky WMCA

operation that reportedly was loss-

ning in excess of $300,000 annually.

The Twin Cities market, with its "divided loyalties" and friendly

competitive spirit, gave "Red" Boggs an insight that was to prove

available in his present New York position.

Under Mr. Boggs' guidance, and an alert sales staff, WMCA has
derived a host of commercial billings

from such accounts as Colgate-

Palmolive-Peet (which alone ac-
counted for a $100,000 profit), See-

man Bros., Purity Bakers, and oth-

ers.

Currently in negotiation is a deal

whereby WMCA will feed New

York Giants' baseball games to a

regional network similar to the Mid-

west Baseball Network under the

egis of WIN Chicago. Ac-

tent again will be on local station

sponsors—a sure-fire formula for

successful independent operation.

Norman Boggs was born in

Connersville, Ind., on Sept. 21,

1908. Nothing "eventful" happened in his early years, he reports, ex-
cept that he met a girl on a campus blind date—the former Miss Claire

Henderson—whom he married in October 1928.

Before that, however, Mr. Boggs

cut short his college career at the

U. of Illinois, one year before gradu-
ation, to embark with a dance
band that played engagements in

such far-away places as Manila,

Shanghai, and Hong Kong. Mr.

Boggs qualifies as an acceptable

pianist in his own right.

Today Mr. and Mrs. Boggs live

on New York's Sutton Place. Mr.

Boggs spends spare time reading,

watching television, and com-

plaining the turn of events that

will lead him into the select 20-year

radio circle come January 1952.

He holds membership in the Radio

Executives Club of New York.

IRE HONOR AWARD

Stanford U. Dean Is Cited

FREDERICK E. TERMAN, dean of

Stanford U. School of Engineer-
ing, has been awarded the 1950

honor medal of the Institute of

Radio Engineers, for distinguished

service in the field of radio engi-

neering. Award will be presented

March 8 during IRE annual con-

vention in New York.

Dean Terman, one of the fore-

most figures in radio research and

engineering, during World War II

worked on methods for counteract-

ing enemy radar and in recogni-

tion received high honors.

National Nielsen-Ratings Top Programs

(Total U. S., incl. small-town, farm and urban homes

and including telephone and non-telephone homes)

January 15-21, 1950

NIELSEN-RATING +

Current Rating

Ratings

Program

Current

Previous

1. Jack Benny (CBS)

11.2

11.2

2. Lux Radio Theatre (CBS)

9.2

9.2

3. Godfrey's Talent Scouts (CBS)

8.0

8.0

4. My Friend Irma (CBS)

7.7

7.7

5. Armstrong Circle Theatre (CBS)

7.0

7.0

6. Red Skelton (CBS)

6.9

6.9

7. Mystery Theatre (CBS)

6.7

6.7

8. F. B. I. in Peace & War (CBS)

6.4

6.4

9. Walter Winchell (ABC)

6.3

6.3

10. Bing Crosby (CBS)

6.1

6.1

11. Mr. Keen (CBS)

5.9

5.9

12. Dr. Christian (CBS)

5.5

5.5

13. Top Secret Life (CBS)

5.1

5.1

14. Judy Canova (NBC)

4.9

4.9

15. Fibber McGee & Molly (NBC)

4.8

4.8

16. Colleen Moore (CBS)

4.7

4.7

17. Life with Luigi (CBS)

4.6

4.6

18. Horace Heidt (CBS)

4.6

4.6


4.6

4.6

EVENING, MONDAY (Average for All Programs)

1. Beauh (CBS)

6.6

6.6

2. Count Bus (ABC)

6.1

6.1

3. Lone Ranger (ABC)

6.0

6.0

WEEKDAY (Average for All Programs)

1. Godfrey (Lipp, & Myers) (CBS)

5.0

5.0

2. Romance of Walter Trout (CBS)

4.1

4.1

3. Arthur Godfrey (Nabisco) (CBS)

4.1

4.1

4. Wendy Worrer (CBS)

4.0

4.0

5. Aunty Jessy (CBS)

3.9

3.9

6. Our Gang (Sunday) (CBS)

3.8

3.8

7. Right to Happiness (NBC)

3.6

3.6

8. Arthur Godfrey (Kodak) (CBS)

3.6

3.6

9. Pepper Young's Family (NBC)

3.6

3.6

10. Big Sister (CBS)

3.6

3.6

11. Miss Perkins (CBS)

2.6

2.6

12. Read of Life (NBC)

2.6

2.6

13. Background Wife (NBC)

2.4

2.4

14. Stello Dallas (NBC)

2.4

2.4

15. Guiding Light (CBS)

2.3

2.3

DAY, SATURDAY (Average for All Programs)

1. Grand Central Station (CBS)

5.6

5.6

2. Stars Over Hollywood (CBS)

4.9

4.9

3. Timedram Theatre (CBS)

4.7

4.7

DAY, SUNDAY (Average for All Programs)

1. True Detective Mysteries (MBS)

4.8

4.8

2. Shadow (MBS)

4.4

4.4

3. Martin Kane, Private Eye (MBS)

4.1

4.1

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" % to 39,281,000—
the 1949 estimate of Total United States Radio Homes.

7 homes reached during all or any part of the program, except for homes listening only
1 to 5 minutes.

Robert M. Dooley
Dooley Appointed To National Sales
For WOW WOW-TV
And KODY.

John J. Gillin, Jr., recently
announced the appoint-
ment of Robert M. Dooley,
formerly with KFAB, as
National Sales Manager
for WOW WOW-TV,
Omaha; and KODY, North
Platte, all owned and
operated by Radio Station
WOW, Inc.

"Bob" is well-known to
the advertising fraternity
from coast to coast.
CIBC REPORT

Need for More Money Is Stressed

NEED for more money or curtailment of its services, is emphasized in the 1948-49 annual report released by the Canadian Broadcasting Corp. last week in the House of Commons at Ottawa. During the fiscal year ending March 31, 1949, CBC had an operating deficit of approximately $44,000.

The report, almost a year late in being issued, is a 64-page book, replete with photos illustrating CBC operations, and is the most voluminous yet issued by the CBC since it began operations in 1936. In the foreword, CBC Chairman David Dunton tells Parliament that “unless its revenue basis is changed, the CBC will be unable to carry out extension of service recommended by the Parliamentary Committee, to fill gaps in national network coverage in outlying areas, to get new service, or to make badly needed improvements to programs and in the use of Canadian talent. “Because of higher cost levels, the CBC will be faced with considerably increased expenditures just to maintain existing and committed services and present standards of broadcasting. Corresponding increases in revenue are not in sight on the present basis. The CBC has to maintain the national system on the basis of its regular income and there is no provision for meeting any deficits except out of its own reserves. Commercial revenues which are about 30% of the total cannot be increased appreciably because of the present heavy loading of commercial programs on the networks. The main revenue of the CBC is from license fees, the rate of which has been unchanged since 1938.”

Financial statement shows license fees (listener licenses at $2.50 per radio home per year: plus privately-owned station license fees) for the year at $5,135,374. Commercial revenue for the year was $2,217,100. Miscellaneous revenue amounted to $290,899, for a total of $7,553,213. Expenditure were a total of $7,399,820, of which programs amounted to $3,817,999, engineering $1,582,389, wire line $1,030,840, administration $568,699, publicity $245,533, commercial department $195,804, and miscellaneous expenses. Depreciation amounted to $196,843.

Staff Increase

The staff for the year totalled 1,288, which was an increase of 168, and the report includes data on pension plan and group life insurance plans in operation by the CBC. Addition to the staff was in part due to absorption of the CKW Winnipeg, now CBW, staff.

Regarding commercial programs: the report shows an increase in commercial shows on the Dominion and French networks. About 19% of combined time of Trans-Canadian Dominion and French network was used by commercial programs; with 60% of these originating in Canada, and the remainder being piped in from the United States.

Major portion of the report is detailed analysis and recording of programs carried and the development of Canadian talent on CBC programs.

American Direct Mail Company, Inc.
421 Hudson Street
NEW YORK 14, N. Y.

Radio-Television Promotion Department
two competing baseball teams, with each team contributing to the success of the program. "Happy Trails" is the name of the Junior Chamber of Commerce in each community.

**Forum for Living**

NEW WTAG-AM-FM Worcester, Mass. Forum for Living series is giving 60 college New England high school seniors a chance to win college and trade school scholarships ranging up to $2,000. Students were selected on basis of grade examination, prior to quiz-show competition, which started Feb. 26. Each week, six of chosen students will participate on program. Winner of each quiz will receive $25 Savings Bank and right to appear in quarter-finals. Grand finalists will later compete for scholarships on statewide hook-up to originate from Boston. Series is emceed by Margaret Cox, star-director of WTAG five-a-week Open House variety show.

**Basketball Coverage**

To cover four Indiana sectional basketball tournaments, Feb. 20, WWCA Gary set up special intranet network. Sponsored by Peter Eckrich & Sons, pacer of luncheon ments, tournament broadcasts had direct coverage of all 32 schools. Eckrich firm will continue to sponsor play-by-play broadcasts all through season. State finals March 18 with championship game in Indianapolis.

**WNX Forum Technique**

STUDENT forums broadcast by WNX Yankton-Sioux City, Iowa, for past four years, have received national attention. Transcribed program demonstrating station’s unique forum technique was broadcast on Feb. 21 before 2,000 school administrators from 48 states and six foreign countries who attended annual convention of National Assn. of Secondary School Principals in Kansas City. In answer to response from educators, WNX has begun preparation of brochure giving step-by-step outline of procedure to meet demand for handbook of forum operation. Some 15 schools in nation have requested program transmission, WNX reports.

**Heart Fund Telecast**

HEART fund’s pulse was raised to a successful beat during association’s annual drive in Baltimore recently by sponsors featuring radio, television and magazine coverage. Heart Station reports Earl Wrightson, Baltimore-born baritone, and Bob White, balladeer, donated time and talents to WAAAM’s All-Star show. Mr. Wrightson acted as m.c. for program featuring local talent while Mrs. White, his son, and daughter, Beverly, gave special showing professional polish. The Whites, WAAAM, suggested, radio to studios between local theatre appearances. Mr. Wrightson made special trip from New York for program. Amateurs were recruited from Baltimore’s International Center, Peabody Institute and other local organizations.

**For Industrial Workers**

BUFFALO’s industrial workers—some 180,000—heard early morning announcements daily offering to the thrill of interest to them as result of industry cooperation with WKBW Buffalo. Following announcement with exception of city’s 32 major plants, WKBW has introduced 7-8 a.m. show, Production Parade, emceed by Tiny Hammond. Programs feature records from national and local news, weather forecast, sports lineup and information about Buffalo industrial workers such as group activities, service and merit awards, births, marriages, etc. Various cooperating plants send items to WKBW for airing.

**Sports Jackpot**

JACKPOT of nearly $2,000 in prizes is offered WFLF-AM Philadelphia’s listeners who really know their sports, with introduction of station’s new weekly program. Name that Sunday at 7:45 p.m. Sponsored by Regina Cigar Co. for Hillcrest cigars, program is emceed by Tom Moorehead, WFLF sports director. Televiye who answers first question correctly has chance to name sports figure. Boxes with Hillcrest cigars and other prizes are awarded to first question winners. Contract, placed through Gresh & Krueger, Philadelphia, is for 26 weeks.

**WILS Change**

MBS Affiliate Now Fulltime

WILS Lansing, Mich., has become a fulltime outlet, moving to 1320 kc with increased power of 1 kw. W. A. Pomeroy, manager of WILS, announced last week. Established three years ago, WILS has operated on 1450 kc with 50 kw daytime only.

In announcing the changeover, Mr. Pomeroy said WILS will continue its present affiliation with MBS and will add network programs during the evening hours. Other new program additions in the evening, he said, include a local disc show featuring Theron Shirriell and News Commentator Landers, both new additions to the WILS staff.

**AUTRY PROGRAM**

Is Cited in Liberal Suit

CBS, J. Walter Thompson and the William Wrigley Jr. Co., Chicago, were charged with invasion of the right of privacy and libel Tuesday in Chicago’s Federal District Court. Lt. Col. Frank L. O’Brien of Sugar Grove, III., instigated a $50,000 damage suit, claiming he was maligned as “cowardly, incompetent and irresponsible” in a recorded dramatization of one of his wartime exploits presented on Gene Autry’s Melody Ranch show June 25, 1942, sponsored by Wrigley.

Lt. Col. O’Brien said his role in the transcribed story was false and tended to make him “inferior.” Mr. Autry enacted the role of a lieutenant who, with Lt. Col. O’Brien, swam among ice floes near Alaska to save a marooned pilot shortly after the Pearl Harbor attack. The record was played for the judge and jury.

**BBM Survey Started**

BUREAU of Broadcast Measurement (BBM), Toronto, has awarded a contract to International Surveys Ltd., Toronto and Montreal, to conduct the fourth national BBM survey to measure listening habits of three million homes.

Printed copies of the survey will be released to member stations in September. Survey is being made this month.

**Ace in Sound Reproduction**

**The New LANG-WORTH TRANSCRIPTION**

**LANG-WORTH FEATURE PROGRAMS, INC.**

113 West 57th Street, New York 19, N. Y.

Call Network Callers at Local Stations

March 6, 1950 • Page 79
JACK F. POND appointed chief engineer of CKOY Ottawa. For seven years he was engineer at CKRY Toronto, and was named assistant chief engineer on being transferred to CKOY.

WILLIAM C. ELLSWORTH, of Westinghouse Radio Stations' Washington engineering staff, is the father of a girl, Nancy Linda.

ALLEN B. DU MONT LABS Inc., Television Transmitter Div., announces new r. f. waveform monitor, DuMont Type 5034-A. Equipment is designed for use in TV broadcast installations to monitor unregulated radio-frequency signal at r. f. transmission line. DuMont Tube Div. announces new Teletron, Type 2EL2PA in production at Allis-Wright, N. J. Plant. Picture tube will provide manufacturers of initial equipment with tube employing new DuMont bent-gun ion-trap design, featuring gray filter face plate.

C. W. SHAW, sales manager of Radio Tube Division of Sylvania Electric Products Inc., New York, announces new miniature high voltage half wave rectifier designed for television receiver pulse rectifying systems and voltage doubler circuits for magnetically deflected 16" and 24" viewing tubes. Tube type IV2 has peak inverse plate voltage of 7,500, peak plate current of 10 milliamperes, average plate current of 5 milliamperes.

ATOMIC INSTRUMENT Co., Boston, Mass., has available special high voltage connectors for use with pre-amplifiers operating at modulated high voltages as used for nuclear research but suitable for other high voltage or high altitude applications. Detailed specification may be had from 160 Charles St., Boston.

W. KAIser, WMGM New York engineer, is the father of a girl, Shirley Ave.

‘CONDITION WHITE’
K ILO Gives Storm Service

DESIGNED to cope with winter's customarily severe attacks on North Dakota's Big River valley, KILO Grand Forks has introduced a public service called by the code name, "Condition White."

As soon as the code for KILO's storm service is received in the studio, the staff knows that regular programming may be interrupted at any time to broadcast special storm warnings, forecasts and distress messages. When a recent blizzard disrupted communications, messages were sent out, without charge, for stranded travelers, snowbound rural residents, school officials and others.

In checking for news on storms, KILO brings into play all local sources, including the highway, police and fire departments; transportation lines and weather news from the wire service. Weather news from all sources is correlated and prepared for broadcast under the direction of Bob Runyon, KILO news director.

COMMUNISTS
Radio Activity Charged

CHARGES that the Communist party organized radio programs on behalf of the American Slava Congress and obtained time on WLOA Braddock, Pa., after being turned down by KQV Pittsburgh, were leveled before House Un-American Activities subcommittee within the past fortnight.

Matthew Cvetic, former FBI undercover agent who held membership in the party, told the subcommittee, headed by Rep. Morgan M. Moulder (D-Mo.), that when he was a member of the congress' executive committee he met with district CP organizers to initiate the series of programs.

The program, Keep America Free, went off the air over six months ago after having been carried for a year and a half, and other foreign language programs, following the CP line also have been discontinued by WLOA, Mr. Cvetic said. He cited Croatian, Ukrainian, Polish and Slovak language shows.

Mr. Cvetic described how other CP card-holders originally approached KQV to take the series but that when the station refused the programs, one of his partners suggested WLOA "because he said he had some contacts there." Relying to a question, he said that, to the best of his knowledge, neither William G. Matta, president and general manager of WLOA, nor George Matta, commercial manager, was a Communist.

Case Suggestion

Rep. Francis Case (R.-S. D.) suggested that a transcript of Mr. Cvetic's testimony, with respect to the alleged Communist broadcasts, be sent along to FCC.

The Commission also has before it a demand by Sen. Herbert O'Connor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that FCC "take appropriate steps" to insure that Communist propaganda is not aired on American stations. His group has been studying Polish program activities of the Polish-owned, Communist-tainted Gdynia - American Steamship Lines [BROADCASTING, Feb. 20].

FCC has denied knowledge of the programs and has asked Sen. O'Connor for "any facts which you believe would be of interest to the Commission.Earlier testimony had indicated telegrams among Polish diplomatic officials, prior to launching the series, that transcripts would first have to be filed with FCC. Two stations carrying the programs have discontinued them.

LOBBY REPORT
$8 Million Spent in 1949

AN UNOFFICIAL lobby report shows a total spending in 1949 by registered lobbyists of nearly $8 million, it was revealed last week. Of this amount, the all-inclusive field of power and communications showed an expenditure of $558,405.

Included in this category were publications, electric companies and electric co-ops, and International Telephone and Telegraph Co., American Cable & Radio Corp., an IT&T subsidiary (owner of Commercial Cable Co., All America Cables & Radio Inc. and Mackay Radio & Telegraph Co.), and Clear Channel Broadcasting Service (CCBS).

Harold Hough, WBAP Fort Worth, listed as CCBS treasurer, reported that CCBS received $55,- 166. Part of the reported figure ($26,149) is allocable to lobbying, the report said. American Cable, which seeks legislation permitting merger of its firms and the cables of Western Union Telegraph Co., reported James A. Kennedy, vice president, as having received a salary of $22,500 "no part of which is allocable." IT&T showed no expenditures but listed Kenneth E. Stockton, president of American Cable, as having received salary of $45,000.

The lobby report, as prepared by the staff of the Congressional Quarterly News Features, Washington Correspondents, was submitted to the Congressional Record Monday by Rep. Frank Buchanan (D-Pa.).

It has been a busy month for you at WCHS. Charleston, W. Va.
February 24 Decisions

BY COMMISSION EN BANC

Renewals for following FM stations were granted for period ending March 1, 1951:


KE2XDN; KA KCA

Allen March, Marchton, Conn.—Granted license new remote pickup KA-530.

FM Broadcasting

Applications for license renewal for following stations granted renewal of licenses for regular period: WMCB for new WMCB, Chattanooga, Tenn.; WBEF-FM Wilkes-Barre, Pa.; KFDF-FM San Diego.

February 27 Applications

ACCEPTED FOR FILING

AM—1470 kc

West Bend Boys Co., West Bend, Wis.—CP new AM station 1420 kc 500 w AM DENIED to request 1470 kc.

Katomic, Neva.—Same.

WLAD Danbury, Conn.—Same.

Temporary Extensions Granted

Dakota Baptist State Assn., Murphysboro, Ill.—Same.

Petition Denied

Farbminton Co., Farmington, N. M.—Same.

Extension Granted

WKY Evansville, Ind.—Designated for hearing on May 19 in Washington applications for new station kWY from 820 kc 250 w to 680 kc 250 w, unless otherwise authorized; for station on 1260 to 250 w.

Extension Granted

KEBE Jacksonville, Tex.—Granted extension of authority to operate station with power reduced to 100 watts, employing previously licensed KWV for three month period expiring May 15, pending repair of licensed trans. or receipt of Form 361 for new trans.

WPPA Petoskey, Mich.—Granted extension of authority for period of three mos. from Feb. 25 to operate nights with DA and power reduced to 250 w pending replacement of center tower of the new directed array.

February 28 Applications

ACCEPTED FOR FILING

FM Changes

WBQA-Columbia, Ga.—CP make coupled trans. 25 kc, 50 kw. Licenses for new remote pickup WAAT effective 2.3 kw, ant. to 59 ft. above average terrain.

KE2XDN; Ka

WKMH-FM Worthington, Ohio.—Same.

CP new FM station for extension of coverage.

KRC-FM Beaumont, Tex.—Same.

(Continued on page 99)

We do not cover all of Connecticut, but we do cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

eastern connecticut broadcasting

BROADCASTING • Teletaching
Applications Cont:

WPMP Pasagena, Miss.—Mod. CP new AM station for extension of completion date.

KFWC Los Angeles—Mod. CP increase power etc. for extension of completion date.

License for CP

WAGB Greenwood, Miss.—License to cover CP extension of completion date.

License Renewal

Application for license renewal filed by following AM stations: KKJR Forrest City, Ark.; KKFS Smith, Smith, Ark.; WCVK Okla.; WCVX City, Kansas; WMMN Fairmont, W. Va.

TENDERED FOR FILING

AM—1490 kc

WHI West Memphis, Ark.—CP change from 1,000 kc to 1,050 kc.

March 1 Decisions . . .

BY COMMISSION EN BANC

Motion Denied

KMPC Los Angeles, WJR Detroit, WAGR Cleveland—Denied (1) motion of G. A. Richards et al. re application filed Feb. 21, for more definite statement of matters of fact and law asserted and is for a bill of particulars in the transfer and renewal proceedings involving these stations; and (2) petition filed same date for reconsideration of procedure in Section 5(b) of Administrative Procedure Act. As previously, proceedings are set to be continued.

KRLH Paul Valley, Okla.—Granted extension of time to file application for transfer of ownership.

KVOX Okla.—Present license extended on temporary basis to June 1.

WWJ San Juan, P.R.—Same.

KWSM Miss.—Same.

By Examiner Jack P. Blume

KTFB Tyler, Texas—Denied indefinite continuance of hearing in re application.

BY Examiner Penney Litvin

Louis Wasmer, Pasco, Wash.—Granted continuance of hearing in re application filed March 19 for reconsideration of the decision of the Commission in re application.

FCC Actions

(Continued from page 81)

KMPC Los Angeles, WJR Detroit, WAGR Cleveland—Denied motion requesting prehearing conference in connection with applications for transfer of control and renewal of licenses and scheduled prehearing conference for 2-30 AM, March 1, to discuss and attempt to reach agreement among all parties with respect to (a) simplification, clarification and limitation of issues of hearing; (b) stipulations regarding facts; (c) procedure to be followed at hearing; (d) limitation of number of witnesses; (e) necessity and desirability of prior exchange of exhibits; and (f) any other matters that may tend to expedite proceedings.

WOBS Jacksonville, Fla.—Denied continuance of hearing in re application; hearing continued from March 3 to May 5.

York, Pa.—Granted indefinite continuance of hearing in re application for CP; hearing continued until further order.

By Examiner Jack P. Blume

KTFB Tyler, Texas—Granted indefinite continuance of hearing in re application.

By Examiner Penney Litvin

Louis Wasmer, Pasco, Wash.—Granted continuance of hearing in re application filed March 19 for reconsideration of the decision of the Commission in re application.

FCC General Counsel—Denied continuance of hearing for 60 days in re petition of John T. Godney vs KOB Albuquerque, N. M., hearing continued from Feb. 29 to May 1 in Albuquerque.

WSNY Schenectady, N. Y. and Winne P. Loston, et al. (transferees)—Granted extension for filing proposed findings in docket 13, and ordered that final date for filing proposed findings be extended to March 20.

WCPM Middleburg, Va.—Granted indefinite continuance of time for filing proposed findings, in re application extended to March 13.

By Examiner Basil P. Cooper

WBFJ Augusta, Ga.—Granted continuance of hearing in re application and that of WAVE Atlanta, Ga., hearing continued from March 6 to May 12.

BY Examiner Elizabeth C. Smith

WLCS Baton Rouge, La.—Denied continuance of hearing in re application and that of WGBN Baton Rouge, La.; hearing continued from March 3 to April 5.

By Examiner John J. Orenick

FCC General Counsel—Denied continuance of hearing in re application for renewal of license for station XEDC, Altoona, Pa., hearing continued from March 8 to May 12.

By Examiner Leo Resnick

FCC General Counsel—Denied extension to file proposed findings of fact in re application of KXYX Pocatello, Idaho, in time extended to March 20.

WFBC Greenville, S. C.—Granted continuance of hearing in re application and that of Houston, Texas; hearing continued from March 5 to May 1.

By Examiner J. D. Bond

KFDO Boise, Idaho—Denied petition to amend application to specify 100 w daytime, 1500 w nighttime, and to delete all reference to nighttime operation, and to specify revised financial program data: accepted amendment, and removed application from hearing docket.

(Continued on page 87)
CONSULTING RADIO ENGINEERS

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Member AFCCE*

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
720 Milton Road, Rye, N. Y.
RYE 7-1413

BROADCASTING • Telecasting
March 6, 1950 • Page 83
Wanted: Announcer.

Must Broadcasting.

Immediate opening, time where competition AM.

Experienced radio time salesman for

ing Enlarging Manager, independent and kilowatt man. Permanent. Equitable compensation.

Station.

PAYABLE IN

Sales (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good earnings and Equitable compensation. Send full sales resume. Box 437E, BROADCASTING.

Sales manager-salesman, 25-35 years old with three years experience for key location Michigan network station. Must own car, personal interview at own expense, in salary, in ability. Give full story first letter.

Manager with good selling background and record for 500 watt daytime inde- 

operation within approximately 90 days. Must be aggressive, well-organized

management and sales. Opportunity for person, who can manage and sales of a group of three stations operating in Hartings, sales manager, KHAS, Colorado and

Manchester, Write complete de- 

managers, KHAS, Hastings, Nebraska.

Enlarging staff: Field managers cover- 

Chicago, Boston, Montreal and Mexico City areas. Good percent, 

ical, in writing, Employment. Box 413, Philadelp- 

phia.

Salesmen

Long established station with excellent record desires an aggressive salesman who is well established in the market, preferably in Okla- 

pl, Arkansas or Tennessee area. Opening for experienced salesman. Man would likely immediately equal or bet- 

pet position. Must have complete personal and background

revolution. Box 320E, BROADCASTING.

Experienced radio time salesman for well established FM—AM station in small midtown town where competition is tough. Position requires aggres- 

ment and a well developed personal com- 

on all local business. One man sales assignments. Must have a good team-

community. Send complete story, recent references. Box 344E, BROADCASTING.

Experienced salesman wanted for full- 

time and part-time in town of 18,000. State full information in first letter WMXY, Midland, Michigan.

Anouncers

Immediate opening, good opportunity for experienced voice-over announcer for organ and piano. Submit audition disc and recent details. Box 390E, BROADCASTING.

Wanted—Play-by-play sports an- 

nouncer for National football and baseball and cover regular games. Must have excellent reputation and expe-

ience. Network affiliated station in midwest. Salary $1000 per month. Box 313E, BROADCASTING.

Special events man to work regular shift and special events plus occa- 

ional mc. Network station in Da-

kota. Send resume and recent photo. Box 373E, BROADCASTING.

Announcer. Straight staff with network affiliation. Must be experienced. Prefer Michigan man. Send disc qualifications. Box 331E, BROADCASTING.

Wanted: Announcer with first ticket. No combination work. No mainte- 

ance. Have had experience in radio the last week. Will consider man with poten-

but no announcing experience. Tell all first contact WRC5, Alhokie, N. C.

Help Wanted

Managerial

Experienced transmitter operator fam- 

ily with 5 or 10 kw AM operation, should have directional antenna ex- 

perience, must have experience. Open.

Box 390E, BROADCASTING.

Two engineers (transmitter and studio) needed for finest University FM station in southwest to open in late spring. Prefer man 25-30, 10-15 years age with university background. Must have first phone and experience on engineering and repair. Station will broadcast strictly non-commercial—FM from 6 to 9 on school days. Man will con- 

ained study at University if interested. State salary requirements and references to Dr. Wilton W. Cook, Station KUHF, University of Houston, Houston, Texas.

Engineer—Sober and reliable for top 

assistant position. Open.

Apply personally Chief Engineer, WTAC, Ashland, Ohio.

WGCJ, Gulfport, Mississippi has open-

ning for chief engineer.

Immediate opening — Engineer— an-

nouncer. Good voice necessary. Perma-

ent position. Send full information and references immediately to Box 308E, BROADCASTING.

Production-Programming, others

Wanted—Girl for continuity and traffic.

Will accept girl with minimum amount of experience. New York area. Box 309E, BROADCASTING.

Continuity writer, experience neces-

sary. 251E, Salary $150 per month.

Situations Wanted

Managerial


Now ready to take charge of station.

Send references and phone first letter. WMLT, Dublin, Georgia.

Announcers

Wanted—Announcer—overall ex- 

perienced. Send full story. Box 232E, BROADCASTING.

Wanted—Disc—sports. Experienced radio man who will accept position in Midwest city of 50,000 population. Box 337E, BROADCASTING.

Salary: 25% more than current.

Situations Wanted

Managerial

Salesman or saleswoman, 30 years old, who has had retail experience in Kansas and Southwest. Strong retail background. Excellent opportunity. Box 341E, BROADCASTING.

Salesman with experience in the paint business. Box 312E, BROADCASTING.

Are you looking for a salesman who can work, cut, play a game both local and regional for your sta-

tion? Drawing attention where it belongs. Presently employed. Please write Box 341E, BROADCASTING.

Well experienced and seasoned salesman seeks work while connection. Not interested in a commission on silver platter. Hard work-

ers, please do not apply. Letter and references. Box 341E, BROADCASTING.

Executive type, sales success, college, graduate 3 years experience, desires change. Box 311E, BROADCASTING.

Excellent sales background, produces, 

selling shows, programs. Ambitious young college graduate seeks golden opportunity to advance. Preferences without high pressure methods. Can produce your needs and promote your interests. Stable, reliable. Re-

home references. Box 333E, BROADCASTING.

Executive type, sales success, college, 

employed, desires to change market. Box 312E, BROADCASTING.

Announcer, Versatile, trained, Good 

voice and enunciation. Not stuffy type. Former Broadcaster, Joseph Carbone, 440 Schiller, Chicago.

Small market radio managers, atten-


Announcers

Wanted—Announcer—announcing, copy-

writing, 251E. Think fresh, sharp, and above all, a good disc. Box 334E, BROADCASTING.

Sports announcer, Play-by-play all 

sports. Best baseball announcer in the business. Take over any position. Box 341E, BROADCASTING.

Looking for a personality? Well, I'm look-

ing for a voice, announcing-copy-

writing, Single, 25, Think dead safe, but I'm sure I can find the guy. Box 351E, BROADCASTING.

Experience morning team, Hibbly 

is coming in. Needs group local news man (also sports-play-by-play man). Special events, news, ad-disc shows. Staff announcer. Chief announcer at present time. Looking for more pro-

fessional. Prefer young. Can do sales, Single, 21, Disc photo avail-

able. Box 274E, BROADCASTING.

Attention New England and Florida 

station managers. Recent college grad-

uate, 25 years age, desires position of 

station manager of 2 college stations on East Coast. Experience in announce-

in corrosive station as announcer and program mgr. Box 310E, BROADCASTING.

Family man, 34 with well received, rich 

natural voice, and 14 years announcing. Great opportunity to start new station in a market with establish-

sires affiliation with alive, progressive station in Mid-Atlantic where climate is well received. Box 61, college grad, comes from Chicago. Box 319E, BROADCASTING.

Family man, 34 with well received, rich 

natural voice, and 14 years announcing. Great opportunity to start new station in a market with establish-

sires affiliation with alive, progressive station in Mid-Atlantic where climate is well received. Box 61, college grad, comes from Chicago. Box 319E, BROADCASTING.

Looking for a personality? Well, I'm look-

ing for a voice, announcing-copy-

writing, Single, 25, Think dead safe, but I'm sure I can find the guy. Box 334E, BROADCASTING.

Friendly voice, experienced announcer, disc Jockey with novel ideas. Col-

leagues, good records, good salary, tips, 

sincere. References, Travel Disc, photo. Box 332E, BROADCASTING.

Attention: Be truthful. You can use all-

othing. bundy in a 2 years radio school, all phases, one year in small station and 2 years in large station. My photo. Disc on request. Box 333E, BROADCASTING.

Attention: Be truthful. You can use all-

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Attention: Be truthful. You can use all-

othing. bundy in a 2 years radio school, all phases, one year in small station and 2 years in large station. My photo. Disc on request. Box 333E, BROADCASTING.
Announcer. Graduate of one of country’s best announcer training schools. Who will give newcomer the advice he prefers but will consider any offer. Record unbroken. Write NBC, 316 W. Chicago St., Egin, Illinois.

The best of the newsmen are now with us. To give your radio station the edge over the competition, they are available. Also ready some good writers. Write for information.

Radio-telephone, 1st class interested in announcing and maintenance. Willing to work evenings and weekends. 204 N. Dear, Brooklyn, N. Y. "Ester." 

Sportsman, experienced play-by-play baseball, football, basketball, etc. Local sportscaster. Has one-kilowatt transmitter. Hold TV-commercial license. Box 349E, BROADCASTING.

Publisher. Experience: none. Ambition: plentiful. box 355E, BROADCASTING.

Engineer—Experienced chief, installs TV station, prefers Florida. Box 347E, BROADCASTING.

Position wanted as engineer or engi- nieur-announcer, preferably straight engineering work. 2 years television training, 4 months experience in radio. Has one kilowatt transmitter. Hold TV-commercial license. Box 349E, BROADCASTING.

Holder of first class phone license. Will work any station from coast to coast. Experience: none. Ambition: plentiful. Box 355E, BROADCASTING.


Combination operator-announcer and salesman, 13 years experience. Experienced as chief engineer of 200 and 1,000 watt FM station. Construction and installation. Fascinates AM can wants position within 150 miles of northwest. Excellent references, good location. Box 361E, BROADCASTING.

Engineer, experienced. First 1 class radio and TV license available immediately. Box 362E, BROADCASTING.

Young, experienced combination man. Sales, technical, operation. AM-FM, experienced on remotes, transmitter and consoie operation. No announcing. Single. Has car. Will work anywhere. Box 363E, BROADCASTING.

Experienced construction engineer, 11 years experience. Has WMAA, WABC, WJZ, WJIB, WOR. Constructed new stations since war. Experienced in all phases, installation. Good references. Write 365E, BROADCASTING.

Engineer—1st class phone, 3 years radio communication—no broadcast experience. Will relocate. Box 370E, BROADCASTING.

First experienced phone and TV radio telephone operator with Pathfinder 1222, West 86 St., New York City FM station. Reference from same. Will travel. Box 371E, BROADCASTING.

Ambitious RCA Institutes graduate will work with any AM, FM or TV. Has WJZ, WABC and WJIB transmitters. Box 372E, BROADCASTING.

Wanted engineering or combination job. Some engineering experience. 25 years experience. Has WJZ, WABC, WJIB, WOR, WNBC, WJIB, WJZ. Ten Brook, 1447 South Greenwood Ave., Jersey City, N. J.

Engineer, experienced, console, transmitter, young, single, does not smoke or drink. Educated U. of Brown, Alten, Idaho.

Engineer, 1st phone, graduate of FM. Army 580 w, AM 1165 kHz, New York, to travel, available immediately, Leander Duthieke, Kettle River, Minne-

Graduate radio high school. Holder first class license. Will accept reasonable salary in station. Box 318E, Centreville, Mississippi.

Available immediately—Engineer, 1st class. Will work, or take over a station seeking permanent position eastern station. Also looks at New York. Box 347E, BROADCASTING.

Young, single, first class ticket. Graduate of leading school. AM, FM, TV. Electrician. Looks to take over. Will learn to work. Richie, Napolii, 207 Jefferson St., Brooklyn, N. Y.

Engineer, 1st class radio technician, first class license in radio telephony, technical school graduate. WAG-14, 1111 Williams Court, Brooklyn, N. Y.

Holder first phone seeks permanent broadcast position. Two years experience. Box 215E, BROADCASTING.

Desire position or combo, 4 years experience, CHEI graduate, 1st class broadcast. Portrait of own, present, Disc available. Advancement opportu-

ness. Box 344E, BROADCASTING.

Engineer—Experienced chief, installs TV station, prefers Florida. Box 347E, BROADCASTING.

Miss Brown—Must you spend all your time in the ladies’ lounge? I want you to use your imagination, Mrs. Director. This program director/announcer listed in this week’s Situations Wanted: Young, professional sound technician and keyboard player. He says he is college trained with three years experience in programming, production and promotion. He has plenty of programming ideas and a willingness to work. As a producer, he has a Glee Club and is the current president. He is married, one child, Disc on request.

Young, professional man, 5 years Army experience, desires permanent radio and TV position. Has 1957 desires position with progressive station. Has experience in all phases radio and TV programming, production and allied work. Has experience in all phases of production. Applicant is married, desires permanent position. Box 364E, BROAD-

CASTING.


Program director experienced gales. Famous voice. Young, single. Has college training. Specialties. Married, will stay where permanent position is available. Box 368E, BROADCASTING.

Radio- TV program director, 12 years experience. Man with background in program-

ning-production. Desires change where there is opportunity or where personality avails. Will work anywhere in radio or TV, Box 391E, BROADCASTING.

Young, professional man, 5 years Army experience, desires permanent radio and TV position. Has 1957 desires position with progressive station. Has experience in all phases radio and TV programming, production and allied work. Professional experience as vocal artist, encyclopedic knowledge of radio mechanics, if added personal interest, affords opportunity for advancement. Win Irving, 1771 S. Lyman, Oak Park, Illinois.


Engineer—57, seven months experience 250 watt independent; will accept any spot in U. S. 1/2 year TV experience. Has complete fold out load plus regular an-

nual license. Box 369E, BROADCASTING.

Presto tape editing by network engi-

ner. Ampex, Brush machines. Phone President 2-2550, New York.

Television

Technical

First phone license, Class "A" ham, 16 years professional sound technician. Has experience in TV. Will work full time. Box 371E, BROADCASTING.

Production-Programming, others

Director, young, experienced, versatile, wishes permanent opportunity. Box 344E, BROADCASTING.


Program director experienced gales. Famous voice. Young, single. Has college training. Specialties. Married, will stay where permanent position is available. Box 368E, BROADCASTING.

Radio-TV program director, 12 years experience. Man with background in program-

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Technical

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Production-Programming, others

Director, young, experienced, versatile, wishes permanent opportunity. Box 344E, BROADCASTING.

Production-man, writer, radio and TV experience desires spot on TV produc-

tion department. Presently employed. Minimum $75.00 per week. Box 338E, BROADCASTING.

TV director, 16 months assistant di-

rector major network outlet. Familiar with shooting technical material and writing to stagecraft. Can build any TV or radio show on budget. Wishes opportunity in intern, if necessary. Box 346E, BROADCASTING.

As the saying goes, "If you have CP's for TV or TV stations seeking creative ideas, sales and production ability, this is the place to try. Box 350E, BROADCASTING.

(Continued on next page)
For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete broadcast tower, 75 ft tall, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $900.00 total price. J. Thompson & Son, 124 E. LaChapelle St., San Antonio, Texas.

Equipment, etc.

80 kw transmitter, RCA1000-B, available about March 1. Modifications include factory built around old or complete voltage feedback and A.C. on all tube filaments. $2000 worth of operating and spares and spares parts. Box 190E, BROADCASTING.

For sale: Hewlett-Packard model 333B FM frequency and modulation monitor. New, complete, FOB shipping point. Set up for 197.3 MC. Can be used on any frequency with proper output that can be obtained from H-P. Cost originally $935.00. Write Box 833E, BROADCASTING.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 3A1, used approximately 2 years. Excellent condition. Also, 250 watt AM Telecon transmitter, converted to broadcast specifications, approved for broadcast by FCC during war. Complete except tubes and crystals. Make offer to offer to Box 313E, BROADCASTING.

Andrews coaxial conductor. Have 16 20-foot lengths of 3% coax never unpacked from original case. 15% off list price if you take the lot. For northern Indiana. Box 302E, BROADCASTING.

PT-900 Presto tape recorder. Will accept used tape or wire recorder in trade on brand new Presto tape recorder. Give complete details your equipment. Box 309E, BROADCASTING.

For sale—Western Electric 23B speech pattern equipment complete with spare tubes and relay rectifier supply, lightly used. Sells at $800 or best offer. D. Y. Dillard, Station KVSD, Ardmore, Oklahoma.

WE 300E,—1 kw FM transmitter, RCA 5A1, bay covering antenna, Hewlett-Packard 333B FM monitor, RCA 1000-B console. All half price or less. Chief Engineer, Lowe Blvd., Syracuse, N. Y.

For sale—105 foot Winchower tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WBDC, Escanaba, Michigan.

$12,150 FM WE 506B-2 complete, spares, skilled service, complete. 2 kw. New, complete. Unin- crated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Interested buying local; regional station, Midwest, south. Supply prices, confidential. Information, experienced broadcaster. Box 219E, BROADCASTING.

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. Price, condition, etc. to WKVM-A-Reaco, P. R.

Miscellaneous

We offer, frequency measuring service, components, quartz crystals, new, re-grinding or repairs. Frequency monitor 3000. We promise "price is our experience." Electronic Co., Box 31, Temple, Texas. Phone 6991.

"Through Government Lenses" ($7.50 per pair) are the new, press-acclaimed, manual-catalogue facilitating use of government documentation photographic service. Important savings possible on set materials, government documents, research, special motion picture sequences, etc. Write for free folder on catalogue and special search services. Washington Commercial, Inc., D. 1980 Fifteenth St., N. W., Washington 5, D. C.
Box Score

SUMMARY TO MARCH 2

Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>Con'd. cal'ns In AM CP's</th>
<th>Grant Fed. Feb.</th>
<th>AM CPs Grant Fed. Pendency</th>
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<tbody>
<tr>
<td>Total</td>
<td>1,110</td>
<td>1,760</td>
<td>182</td>
<td>314</td>
<td>282</td>
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<tr>
<td></td>
<td>104</td>
<td>104</td>
<td>3</td>
<td>77</td>
<td>150</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>* Three on the air.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Docket Actions**

**FCC ROUNDUP**

**New Grants, Transfers, Changes, Applications**

**C. H. Fisher & Son, Granted Feb. 28, Astoria, Ore.—Clatsop Video Bests, granted 1000 kc, 9:30 a.m. to 9:30 p.m. daily, and adjacent directional, and denying bids of Queen City Bests. Inc. and WCP0, both of Portland, Ore. [BROADCASTING, Feb. 27].** Decision Feb. 27.

**Scripps Howard Radio Inc., and Cleveland Bests, Inc., Cleveland—Ann Arbor Grand Union granted on Jan. 29, 1949, which granted new station on 1340 kc to B. S. Hiram, and that station was granted to Hiram Best, and that Scripps Bests, Inc., and Cleveland Bests, Inc., both of Cleveland, Ohio, had raised in petition for rehearing were granted. Notice on March 9, fully considered. Order Feb. 27.**

**KJUG Radio Bests, Inc., and Janutonak Radio Corp., filed complaint against change of directional night license to 1050 kc, 9:00 a.m. to 5:00 p.m. daily, 1 kw.**

**Application for Transfer of License:**

**WC7F Bristol, Va.—Grant involuntary relinquishment of control in Allentown, Pa., granted 1000 kc, 9:00 a.m. to 5:00 p.m., 3 kw, 250 watts, and 250 watts, 1 kw, to James Mahoney (deceased) to Davis H. McAdoo (deceased), and his estate, on March 1, 1930, in the name of Allentown, Pa., 3 kw, to Charles M. Gore (deceased), his estate, on March 1, 1930, on 1000 kc, 9:00 a.m. to 5:00 p.m., 3 kw, on 1 kaw, 250 watts, 1 kw, to Davis H. McAdoo (deceased), his estate, on March 1, 1930, 1 kw, 250 watts.**

**No-Docket Actions**

**AM GRANTS**

**Welch, W. A.—Pocahontas Bests, Co., changed station to 1220 kc, 9:00 a.m. to 5:00 p.m., 1 kw, 250 watts, for daytime. Granted Feb. 28.**

**Hood River, Ore.—Oregon-Washington Bests, Inc., Lessee, operated by K. A. H. du Preez, as owner, Taylor Sales & Erection Co., and 50% owner, C. H. Foster, and 50% owner, C. H. Foster & Son, Tower Sales & Erection Co., 50% owner; granted change from 1220 kc to 1250 kc to 5 kw, 250 watts, for daytime.**

**TRANSFER OF CONTROL**

**KDS Santa Barbara, KGK San Diego, KMF El Monte, and KBJ San Bernardino, KPRF Santa Fe, and KFRC San Francisco, and remotes.—Thomas S. Lee Enterprizes, Inc., and KDS Santa Barbara, and KMF El Monte, and KBJ San Bernardino, and KPRF Santa Fe, and KFRC San Francisco, and remotes, petition to consent involuntary transfer of control from Thomas S. Lee Enterprizes, Inc., to William E. James, as special administrator of the estate of Thomas S. Lee.**

**APPLICATION RETURNED**

**KXRN Benton, Wash.—Grant Fed. Feb. 28 application for license to cover CP.**

**FCC ACTS**

(Continued from page 88) 

**Mod. CP, CP—new AM station for extension of completion date of AM CP's:**

WPSF-AM-FM Syracuse, N. Y.—FCC approved new station for extension of completion date of AM CP's, & FM station. [BROADCASTING, Feb. 27].

**TENDERED FOR FILING**

**WPDR-AM Dallas, Tex.—Grant Fed. Feb. 27, Grant Feb. 26, in the 1929 cases, the Public Assistance Corporation, Inc., and other interlopers, to the estate of E. H. Brown, as special administrator.**

**Non-Docket Actions**

**AM GRANTS**

**Welch, W. A.—Pocahontas Bests, Co., changed station to 1220 kc, 9:00 a.m. to 5:00 p.m., 1 kw, 250 watts, for daytime. Granted Feb. 28.**

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**APPLICATION RETURNED**

**KXRN Benton, Wash.—Grant Fed. Feb. 28 application for license to cover CP.**

**KXRN Benton, Wash.—Grant Fed. Feb. 28 application for license to cover CP.**
### Advertisers Expenditures

(Continued from page 30)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1949 Exp.</th>
<th>1948 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>HORSEF, GEORGE A., &amp; CO.</td>
<td>403,016</td>
<td>53,820</td>
<td>+349,196</td>
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<tr>
<td>VI</td>
<td>SPORT &amp; OTHER CANNED MEATS</td>
<td>66,334</td>
<td>451,924</td>
<td>-385,590</td>
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<tr>
<td>VII</td>
<td>HOUSEHOLD FINANCE CORP.</td>
<td>8,811</td>
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<tr>
<td>VIII</td>
<td>HUNTER CADILLAC CAR CO.</td>
<td></td>
<td>8,811</td>
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<tr>
<td>IX</td>
<td>ILLINOIS WATCH CASE CO.</td>
<td>511,638</td>
<td>278,942</td>
<td>+232,696</td>
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<tr>
<td>X</td>
<td>CT, CIGARETTE CASES, DRESSER SETS, ETC.</td>
<td>288,870</td>
<td></td>
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<tr>
<td>XI</td>
<td>ALL PRODUCTS</td>
<td>222,748</td>
<td></td>
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<tr>
<td>XII</td>
<td>INDEPENDENT CITIZENS COMMITTEE FOR ELECTION OF HERBERT LEHMAN</td>
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<td>13,473</td>
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<tr>
<td>XIII</td>
<td>POLITICAL</td>
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<tr>
<td>XIV</td>
<td>INDEPENDENT CITIZEN'S COMMITTEE FOR THE ELECTION OF FOSTER DULLES FOR POLITICAL OFFICE</td>
<td>14,944</td>
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<td>XV</td>
<td>INLAND STEEL CO.</td>
<td>11,744</td>
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<tr>
<td>XVI</td>
<td>INSTITUTIONS OF RELIGIOUS SCIENCE</td>
<td>6,240</td>
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<tr>
<td>XVII</td>
<td>INTERNATIONAL HARVESTER CO.</td>
<td>541,303</td>
<td>782,719</td>
<td>-241,416</td>
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<tr>
<td>XVIII</td>
<td>ALL PRODUCTS</td>
<td>222,341</td>
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<tr>
<td>XIX</td>
<td>MORTON TRUCKS &amp; FARM TRACTORS</td>
<td>327,662</td>
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<td>XX</td>
<td>INTERNATIONAL MILLING CO.</td>
<td>30,740</td>
<td>118,437</td>
<td>-87,697</td>
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<td>XXI</td>
<td>ROBIN HOOD FLOUR</td>
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<td>XXII</td>
<td>INTERNATIONAL SILVER CO.</td>
<td>422,408</td>
<td>853,574</td>
<td>-431,166</td>
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<tr>
<td>XXIII</td>
<td>INTERNATIONAL TELEPHONE &amp; TELEGRAPH CORP.</td>
<td>85,839</td>
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<td>XXIV</td>
<td>FARMER'S Radio, Phonographs, Televisi</td>
<td>74,737</td>
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<tr>
<td>XXV</td>
<td>N. Y. TELEVISION &amp; PHONOGRAPH CORP.</td>
<td>11,112</td>
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<tr>
<td>XXVI</td>
<td>JERGENS, ANDREW</td>
<td>609,343</td>
<td>804,832</td>
<td>-195,489</td>
</tr>
<tr>
<td>XXVII</td>
<td>JERGENS Lotions, Toilet Soaps, Perfumes, etc.</td>
<td>8,579</td>
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<td>XXVIII</td>
<td>JOHNS-MANVILLE CORP.</td>
<td>1,211,695</td>
<td>844,306</td>
<td>+367,389</td>
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<td>XXIX</td>
<td>INDUSTRIAL PRODUCTS</td>
<td>917,748</td>
<td>1,181,372</td>
<td>-263,624</td>
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<td>XXX</td>
<td>VICTOR CORP.</td>
<td>1,362,668</td>
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<td>XXXI</td>
<td>KAISER-FRAZER CORP.</td>
<td>756,486</td>
<td>957,708</td>
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<td>XXXII</td>
<td>AUTOMOBILES, Supplies, Accessories &amp; Servicing</td>
<td>43,491</td>
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<td>-1,005,149</td>
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<td>XXXIII</td>
<td>KEOGHS</td>
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</tr>
<tr>
<td>XXXIV</td>
<td>ALL PRODUCTS</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>XXXV</td>
<td>LANGHORNE UNITED BAKERIES INC., Bakers Products</td>
<td>43,491</td>
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<tr>
<td>XXXVI</td>
<td>LEW H. RUTH CO., Inc.</td>
<td>438,324</td>
<td>404,195</td>
<td>+34,129</td>
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<tr>
<td>XXXVII</td>
<td>ECO, Inc.</td>
<td>400,084</td>
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<tr>
<td>XXXVIII</td>
<td>LEE PHARMACAL CO.</td>
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<tr>
<td>XXXIX</td>
<td>LEVY BROS. CO,</td>
<td>7,114,391</td>
<td>5,317,036</td>
<td>+1,803,525</td>
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<tr>
<td>XL</td>
<td>Lifesaver Soap, Lux Toilet Soap, Flash, Bore Home Permanent Wave, Shampoo and Shaving Cream, Tonde-</td>
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<tr>
<td>XI</td>
<td>nt Toothpaste, Poulti</td>
<td>5,429,601</td>
<td>1,707,790</td>
<td>+3,721,811</td>
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<td>XII</td>
<td>LEWIS FOOD CO.</td>
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### FCC Roundup

(Continued from page 87)

APPLICATIONS CONT.


BRADLEY, Inc., vice president 61.9%; John W. Churchill, engineer 61.9%. Filed Feb. 22.


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At Deadline...

THREE RIO GRANDE OUTLETS ARE REPORTED SOLD

NEGOTIATIONS for acquisition of control of three Rio Grande Broadcasting Co. stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos—by Herbert Wimerbery, H. W. Bumpas, and Albert Cadwell reported Friday to have been completed. Sales price understood to be about $140,000.

Rio Grande, controlled by President Albert E. Buck and Frank Rand, retains its fourth station, KACK Gallup, and KRSN with firm Washington connections and KTRC, which serves the Los Alamos area.

Mr. Bumpas, manager of WIBR Baton Rouge, reportedly slated to manage three stations under new ownership. Merle Tucker currently is manager of Rio Grande, including KGAK. Sale is subject to customary FCC approval. Buyers represented by P. W. Seward, Washington attorney; sellers by Washington firm of Dow, Lohnes & Albertson.

KOAT, KTRC, and KRSN are affiliated with ABC and Zia networks. All are 250 kw outlets, KOAT on 1450 kc, KTRC on 1400 kc, and KRSN on 1490 kc. Gallup station is on 1290 kc with 250 w.

BETTER BUSINESS BUREAU ATTACKS FTC CAMPAIGN

NEW YORK Better Business Bureau condemned radio advertising campaign conducted by Ben Tucker’s Hudson Bay Fur Co., heavy radio user, as “misleading and exaggerated.” Campaign featured “counter” involving award of $55 gift certificate to each of first 25 listeners who submitted correct titles to song being played.

Bureau representatives sent more than 25 entries and received more than 25 gift certificates, bureau charged. Some of entries deliberately contained wrong answers. Bureau alleged company had advertised on air 50% price reduction on furs. BBB shoppers found that furs were actually being offered at reductions of less than half-price, bureau asserted.

STEWARD BOARD TO MEET

PRESIDENT TRUMAN’S Communications Policy Board called to first session March 10 in Washington. Former FCC Comr. Irvin L. Stewart, president of U. of West Virginia and chairman of new five-man group [BROADCASTING, Feb. 27]. First order of business to concern objects, staff and procedures. Meeting coincides with eastern trip of Dr. Lee A. DuBridge, president of California Institute of Technology and board member.

CENSUS HEAD CONFIRMED

BOY VICTOR PEEL, director of Institute of Politics at Indiana U., was confirmed by the Senate Thursday as director of the Census. He succeeds Philip M. Hauser, acting director, who returns to the U. of Chicago.

ED NORTON RECOVERING

ED NORTON, chairman of the board of the WAPI stations in Birmingham and the WMBR stations in Jacksonville, Fla., is recovering from an operation performed Thursday at South Highland Hospital, Birmingham. His condition was described as good.

HOMER MCKEE

FUNERAL services for Homer McKee, 69, vice president at Roche, Williams & Cleary, Chicago, conducted Friday afternoon in Evans ton, Ill.

NEW RATING SERVICES PLANNED BY HOOPER

TO SATISFY demand for substitute for 36-city ratings, C. E. Hooper on Saturday wrote subscribers to his national network program Hooperatings reports, sold last week to A. C. Nielsen Co. (early story, page 27), he will publish monthly Hooperatings pocketfor New York (beginning March 15), Chicago (May 15), Los Angeles and Northwset (beginning April 15), plus summary pocketpieces for reports of network programs for all four reports showing radio vs. TV, radio vs. radio, TV vs TV, and graphic radio-TV comparisons for all reported TV cities.

Radio network programs will be reported on two bases: Random homes and type radio homes. TV network programs will be reported on random homes and TV homes.

In addition, Hooper will also publish city Hooperatings on up to 100 cities, typically three times a year; network program analysis of city-by-city ratings for 100 cities, October 1949-February 1950. Hooperatings chartbook of monthly radio-TV comparisons starting in March with New York, Chicago, Los Angeles, San Francisco, San Diego; adding Philadelphia, Baltimore, Washington, Boston, Detroit in April, five more cities in May, five in June, with a 35-city total promised by October.

RADIO, TV SALES UP

RADIO receiving tube sales up in January over same month in 1949, totaling 22,272,024 compared to 19,566,906 year ago, according to Radio Mfrs. Assn. January figure slightly below 23,807,281 units in December. TV picture tube sales continued at high level in January and showed further trend toward larger screens. Total of 455,279 receiver type cathode-ray tubes shipped in January, with value of $1,454,186, compared to 418,491 tubes valued at $1,055,483 in December. Tubes 12 inches or over manufactured constituted 90% of January shipments.

 BENNY HAS TOP RATING

JACK BENNY led first 15 program Hooperatings in Feb. 28 report, with 25.9 rating. Radio Theatre second with 24.5, and Arthur Godfrey’s Talent Scouts third with 21.6. In order, others Bob Hope, Move for special from, 21; Groucho Marx Show, 19.9; Fibber McGee & Molly, 19.5; Walter Winchell, 18.6; Charlie McCarthy, 17.4; Bing Crosby, 17.3; Bob Hope, 17; Mr. Chameleon, 16.5; Pat Mome, 18.4; Mystery Theatre, 18.4; Big Town, 16, and Mr. Keen, 16. Of first 15, nine were CBS shows, three were NBC and two ABC.

WEBER TRANSFERRED

FRED A. WEBER transfers from Branham Co., Chicago station representative, to Detroit office to supervise all radio-TV activity. With firm 2½ years, he was salesman for WGN and Burn-Smith, both Chicago. He will handle Pittsburgh, Cincinnati and Cleveland.

CHICAGO COUNCIL PLAN

RESOLUTION to permit Chicago radio and TV newsmen to record and photograph City Council proceedings in hands of Rules Committee after introduction by Ald. Nicholas H. Sheehy, on consideration and immediate vote turned down.

the-slot TV, cost cool $33,000 to produce. Cec B. deMille, who may possibly tie-up with Zenith for film production for Phonovation, reportedly commented that Mr. McDonald’s film was best commercial reel he had ever seen. Among others who have seen it are Chairsmen Cooper, Emmett Lohnes and Richardson. Sterling of FCC, Dr. Lee DeForest, radio inventor who has always oppose commercial radio, Gen. Sarnoff of RCA an William S. Paley of CBS.

NEXT sponsor for NBC’s Richard Diamonds Private Detective, dropped by Helbros Wacht expected to be Rexall, ready to sign on 5 or 6 week basis. Helbros planned spring-fall 1, week sponsorship but walked out when NB said would not give large period to play. Dick Powell detective show signed for 13 weeks b Rexall, which drops Phil Harris-Alice Fay show this spring. BBDO is Rexall agent.


N. W. AYER & SON, New York, looking for TV spot announcement availabilities in Phil adelphia and Chicago for its client, United Airlines.

WHEN FCC last week asked WLJB New York, headed by M. L. Novik, to explain it “editorializing” in behalf of BEP, it receive ready answer. Mr. Novik, one of leading proponents of editorializing before his acquistion of WLJB several months ago, said he believed in “fairness” precept of FCC, but that no one had asked for time in which to ans wery station. If they had asked they would have received it, he avered.

GENERAL MILLS ‘GLOVES’

GENERAL MILLS, through Knox Reex agency, will sponsor finals of Chicago Gold Gloves amateur boxing on ABC-TV networ of 25 interconnected stations, March 29, 9:30 p.m. to conclusion and on network of six non connected stations April 1, 9:30 p.m. to conclu sion.

TV CODE DISCUSSION

MEETING of all sales managers of TV a manufacturers called March 23 at Drake Hote Chicago, by W. L. Stiebel, Allen E. DuMon Labs, chairman of Sales Managers Committee of Radio Mfrs. Assn. Proposed standard cod of advertising for TV sets to be considered Subject was discussed at RMA’s recent Ch cago meeting.

WDAF-TV JOINS ABC

WDAF-TV Kansas City, owned by Kansas City Star, Friday joined ABC-TV networ Station also affiliated with CBS-TV an NBC-TV.

O’BRIEN AWARDED DAMAGES


LEWIS JOINS AGENCY

STEPHEN P. LEWIS, formerly with Deutch & Shea, New York, has joined Moore & Hann also New York, as account executive.

BROADCASTING * Telexcastin
KGW Delivers COMPREHENSIVE COVERAGE of Corvallis, Oregon

No city can experience a fifty percent population increase in the short span of seven years without bursting at the seams with wants. Corvallis is such a city. What's more, it's still growing...and its wants provide a rich, expanding market for YOU to tap through KGW'S COMPREHENSIVE COVERAGE.

A farm center in the middle of the United States' most productive agricultural area, Corvallis is also a college town. Through research resulting in new techniques, Oregon State College gives incentive to new industry...provides new profits for agricultural, lumbering, and wood products operations already firmly established.

KGW DELIVERS CORVALLIS...as through COMPREHENSIVE COVERAGE it delivers the rest of the fastest-growing market in the nation.
Pick of the field!

Pick a Radio Sales TV Account Executive to show you how to go places in television, and you'll get the pick of the field. For he can brief you on picking up healthy profits in six of your fastest-growing TV markets. That's because each Radio Sales TV Account Executive is firmly grounded in television. He knows (from first-hand experience and down-to-earth research) all there is to know about the six TV stations Radio Sales represents—the cream of the crop in New York (wJWS-Tv), Philadelphia (wCAU-Tv), Los Angeles (ktv), Charlotte (wEtv), Salt Lake City (kSI-tv), Birmingham (wAFM-Tv). Together serving 1,742,000 homes... 43.8% of the nation's TV total. If you're getting ready to take-off in television, or even if you've already logged a lot of TV air-hours, use Radio Sales and you'll go far. At jet-propelled speed!